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Dallas

DECEMBER • 1953





Season's Greetings

REPUBLIC *NATIONAL BANK*
OF DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

In

PORCELAIN ENAMEL

PLASTIC

and

NEON

It's

**MERRY
CHRISTMAS**

**AND A HAPPY NEW YEAR
FROM ALL OF US
AT**

McMATH



AXILROD

ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

DALLAS • DECEMBER, 1953

Established

1857 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company
White Swan Fine Foods

1874 Bolanz &
Bolanz
Real Estate and Insurance

1875 First National
Bank in Dallas
Banking

1876 Trezevant &
Cochran
Insurance Managers

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

1890 William S.
Henson, Inc.
Advertising Printing

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage



THE arrival of the first "Iron Horse" ushered in a new business era for Dallas and North Texas 81 years ago. The first railroads opened new markets for Texas cotton and raw materials, and opened new distribution channels in the Southwest for the manufactured products of the East. New towns sprung up along the rails and new enterprises were founded. Among these was the pioneer wholesale grocery firm of Waples-Platter, established in Denison in 1872 and quartered in a tent. This company first served the construction crews laying track for the Missouri-Kansas-Texas Railway. During the intervening years, Dallas has become the Southwest center of rail transportation and Waples-Platter has expanded and survived many changes in the wholesale grocery business. Today, its famous "White Swan" Brand is a household word in the Dallas-Fort Worth area. The firm operates two large plants in Dallas and Fort Worth and 14 wholesale distribution centers in Texas, Oklahoma and New Mexico under the direction of J. Clyde Jones, current president of the firm.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 Smith's Detective
Agency
Burglar Alarm, Fire Alarm,
Radio Patrol Service

1906 Geo. W. Works
and Company
Realtors — Insurers

1907 Tennessee
Dairies, Inc.
Gold Seal Dairy Products

1910 Red Bryan's
Smokehouse
Barbecued Meats

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

Dallas

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THOMAS J. McHALE . . . Advertising Manager
DANA WARE Editorial Assistant
RITA GOODBERLET . . . Advertising Assistant

Member, Society of Associated Industrial
Editors; International Council of Industrial
Editors.

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

CONTENTS THIS MONTH

	Page		Page
Washington: The Hundred Days	7	Chamber Elects Seven New Directors for '54	12
By DALE MILLER, Representative of the Dallas Chamber of Commerce in the Nation's Capital		Annual Report	13
Chamber Reports to Dallas at Annual Membership Rally	8	Chamber Directors Elect 80 Firms as New Members	29
The Big Game (Cotton Bowl)	10	Manufacturers Hear Senate Leader	34
By CHARLES M. BLALACK		Advertisers in This Issue	56

COMING NEXT MONTH

January's DALLAS features a preview of what's ahead for the city in 1954. The magazine's editorial and art department are striving for a unique forecast of the year ahead.

DALLAS CHAMBER OF COMMERCE

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J. L. LATIMER
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Wholesalers:
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Horace Ainsworth
Retailers—R. C. Dolbin
Transportation—
Sam Goodstein
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Washington Office—
Dale Miller

Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

DALLAS CHAMBER OF COMMERCE 1101 Commerce Street Telephone PR-8451

Administration J. Ben Critz
Andrew W. DeShong
Agriculture Z. E. Black
Athletics J. Ben Critz
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conditions) Pauline Foster
Connie Sherman
Highways
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Southwest Local Air Service Conference Andy DeShong PR-8451
Stores Mutual Protective Association E. P. Carpenter RA-4853
United States Chamber of Commerce
Southwestern Division Office Bill Bird RI-3558

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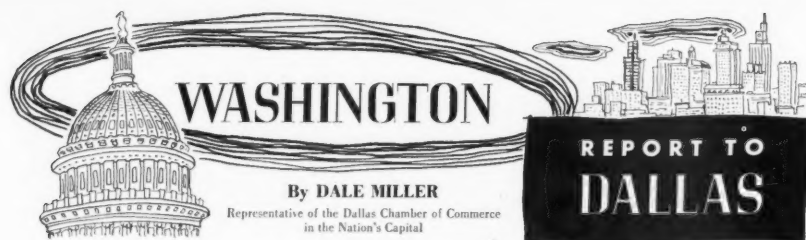


Merry 
Christmas

from the folks at the First

FIRST NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



The Hundred Days

TWENTY eventful years have passed since Franklin D. Roosevelt became President of the United States, two momentous decades of depressions, wars, economic progress, and social change, which probably are without parallel in our political history; and here in Washington, from the perspective of 1953, it is interesting to reflect upon the political developments of 1933 and to note some remarkable similarities to the conditions and opportunities which prevailed this year in the early months of the Eisenhower administration. Any evaluation of the progress achieved during the first year of the Eisenhower Crusade becomes more illuminating when superimposed on the backdrop of 20 years ago, when the Roosevelt New Deal made its first bold bid to capture and control our political destiny.



DALE MILLER

No one would suggest, of course, that there were similarities *per se* in the political philosophies of the Roosevelt New Deal and the Eisenhower Crusade; indeed, in most respects they were as different as night and day. Nor could the individuals themselves be compared, for they had little *en rapport*, except for the quality of personal magnetism common to leaders in all annals of history. And yet, once we acknowledge these disparities in policies and personalities, the fact remains that in the broad political sense there were clearly defined parallels in the events and opportunities which characterized the early months of both regimes. Both were swept into office on a tidal wave of impressive proportions; both had positive programs for political reforms; and both, in their own particular moments in history, had the support of the people.

If these premises are true, and apparently they are, the question which instantly

arises, of course, is why the results were so remarkably different in the two episodes 20 years apart. Who that is old enough to remember will ever forget the fabulous "hundred days" of 1933, the tumultuous and exciting early months of the Roosevelt regime, when the New Deal decisively changed the course of American history? And who that is not old enough to have experienced those dramatic days will fail to live them in the pages of history in the years to come? Whatever may be said of the New Deal program itself; whatever may be said of its foibles and fallacies, its sophistries and delusions; there is no gainsaying the fact that it was an aggressive juggernaut, strongly driven and firmly directed, a restless and inexorable force.

Against that backdrop of the pulsating past, what can be said of the political drama enacted in 1953 on the proscenium of the stage? What of the Eisenhower Crusade? What legacy did its own first "hundred days" leave to history? The only candid answer to such questions would have to be that the Eisenhower Crusade failed where the New Deal succeeded. Its first months ended in a virtual vacuum of inertia and irresolution, without a semblance of the militant leadership and drive which characterized the Roosevelt program 20 years ago. For some unaccountable reason the Eisenhower Crusade was left to repose in its ivory tower of etherealism; it was never brought down to earth.

There is no disposition here, of course, to deprecate the objectives of the Eisenhower Crusade. Indeed, the sincerity of its conception, the soundness of its purpose, the brightness of its promise, all combine to generate the hope that much of the program may yet prevail. But candor compels the admission that the Eisenhower administration, confronted with much the same opportunities which existed in 1933, fell far short of its New Deal predecessor in accomplishing what it set out to do.

Where the New Deal flourished and fructified, the Eisenhower Crusade lay dormant in fallow political soil.

It is true that in the first year of his administration Roosevelt was equipped with stronger political weapons than Eisenhower possessed. To begin with, the political upheaval was so extensive that Roosevelt had a large and disciplined majority in Congress to effectuate his program; and one can only wonder how often Eisenhower has yearned for such support today. Moreover, the fears and emotionalisms of the stark depression years created a political environment in which leadership could more fully assert itself. So in some respects our political society was doubtless more receptive to change in 1933 than in 1953. But even those fac-

The Roosevelt New Deal and the Eisenhower Crusade: Why did one fructify, and the other fail?

tors do not fully explain the anomaly of success in one instance and failure in another.

What is the explanation then? Well, looking back on 1953 from the perspective of its waning weeks, the consensus of political observers here would probably be that the Eisenhower administration committed a vital error in strategy at the start. The advice of some of his closest counselors at the time was to proceed slowly, to avoid dissensions, to lay a broad and firm foundation before attempting to build in ensuing years a sound political and economic structure. It is not surprising that this course appealed to him. As a soldier, he had a natural reluctance to throw his forces recklessly into battle without careful preparation; and as a statesman, he had an abiding faith in the eventual acceptance of his program by the people.

As laudable as this course of action may be, there is many a practical-minded politician who would maintain today that with that decision the Eisenhower Crusade was doomed. The tempestuous "hundred days" of 1933 should have taught the eloquent lesson that only through a quick and militant exploitation of political advantage can victory be won. There may yet be time, to be sure; but only an aggressive and forthright leadership can hope to regain for the great Crusade the priceless initiative that has slipped away.

HITCH Chamber Reports to Dallas YOUR At Annual Membership Rally WAGON

Photography by Ed Wiley

DALLAS has an atmosphere that brings out the best in people, Southern Methodist University's Vice President Willis Tate told members of the Dallas Chamber of Commerce at the Chamber's 1953 annual meeting this month.

S.M.U.'s chief fund raiser and salesman took a night off to tell the Dallas civic leaders and their guests that the people of Dallas and their unique spirit have made the city great and will continue to make it so.

He told the packed Baker Hotel Crystal Ballroom that Dallas has vision. Its face has always been turned toward the future and has not feared innovations.

Characteristics of the Dallas spirit Mr. Tate noted were vision, enrichment of living, big heartedness and integrity.

He called on Dallas to "increase your vision and faith in the future, give depth and enlightenment to your living, enlarge your concern for others and establish your own personal integrity.

Mr. Tate spoke following the premiere showing of a Dallas-made motion picture entitled "Hitch Your Wagon." The movie was produced by Jamieson Film Company and the script was prepared by Andy DeShong, Tom McHale and Horace Ainsworth of the Chamber's staff.

"How did Dallas get this way?" was the question posed to the audience at the beginning of the 30-minute film. "The people of Dallas made it happen" is the answer.

Neal Fletcher and Bob Glenn, professional actors and Dallas residents, were

the stars of the film in a narration of the city's history and growth.

Dallas development was traced through its first big civic test, that of winning a county seat election in a three-cornered fight with Cedar Springs and Hord's Ridge. Later came the competition to win Southern Methodist University and the Federal Reserve Bank for Dallas; the work to get the Trinity River levees, to develop Dallas' highways, railroads and aviation, and to obtain the Texas Centennial and the State Fair of Texas for Dallas.

Members were handed copies of the Chamber's Annual Report (see page 13) at the meeting.

The invocation was delivered by Thomas K. Gorman, coadjutor bishop of Dallas. Ben H. Wooten, Chamber presi-

FOUR CHAMBER members were awarded life memberships at the annual meeting for selling more than 100 memberships each. Barney Shields, left, chairman of the Membership Committee, watches as Chamber President Ben H. Wooten, right, presents awards to James H. Randolph, A. J. Kutner, Jr., John Stephen Smith and A. P. Harrison.





TOP: James W. Aston, DeWitt T. Ray and Austin F. Allen get ready to take seats with other Chamber directors at the head table.

TOP: Justin McCarty, Lawrence Pollock and J. C. Tenison review 1953 activities as R. L. Tayloe, standing, looks on.

BOTTOM: Ben Smith looks at a copy of the Chamber's annual report over the shoulders of W. H. Pierce, Fred Detweiler and Max Clampitt.

BOTTOM: John E. Mitchell, Jr., Milton Brown and J. K. Crossman smile approval of "Hitch Your Wagon" as the lights go on.

dent, served as master of ceremonies and summed up the year's activities and achievements.

Mr. Wooten pointed to the new turnpike authority and other highway work, recent aviation development, expanding

payrolls and a constantly growing labor market.

The Chamber president noted that the meeting was the last over which he would preside and he thanked Chamber members, directors and the Dallas press for their co-operation and support during

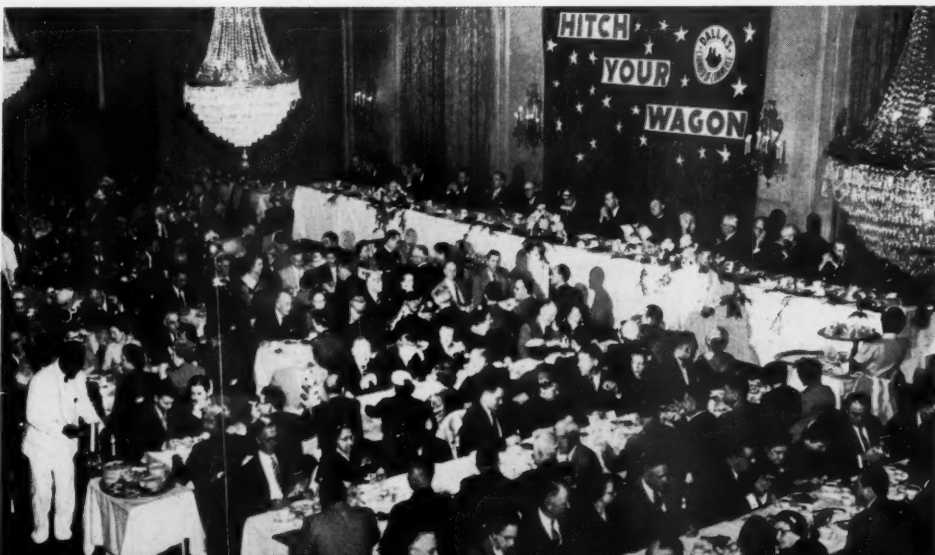
his term as president.

Mr. Wooten also complimented members on the membership drive which brought a record-breaking 1,114 new members into the Chamber this year.

Seven new directors for three-year terms were announced at the meeting.

CHAMBER PRESIDENT Ben Wooten introduces speaker Willis Tate.

THE BAKER HOTEL'S Crystal Ballroom was packed with members of the Chamber and their guests at the annual meeting.



The Big Game

By Charles M. Blalack

IT will be another battle of champions in the Cotton Bowl when Rice, co-champions of the Southwest Conference, entertains Alabama, winner of the Southeastern Conference football crown, in the eighteenth annual New Year's Day classic in Dallas.

For Rice, it will be the Owls' third trip to the Cotton Bowl and their fourth appearance in a major post-season grid classic. Alabama will be returning for its second Cotton Bowl journey and the Crimson Tide's twelfth major bowl performance. Rice is undefeated in three previous bowl games; and Alabama boasts a remarkable record of seven wins, three losses, and one tie in bowl competition.

Alabama, which employs its traditional Notre Dame shift along with the Split T, was picked by many of the pre-season polls to finish on top of the S.E.C. grid scramble with a high national rating. But this popularity balloon was deflated when Mississippi-Southern tripped the Crimson Tide 25 to 19 in an opening-game surprise. This was followed by a 7 to 7 deadlock with L.S.U. which had blasted Texas the previous week.

Things really looked dismal for the heavily-backed favorite, but at this point, Alabama began to move and bounced back with a 21 to 12 win over Vanderbilt and a 41 to 13 edge over Tulsa. Then came a scoreless tie with an awakening Tennessee team and a 7 to 7 stand-off with Mississippi State to jar the Tide's title hopes. Once again, however, Red Drew's eleven responded with a neat 33 to 12 decision over Georgia, a 21 to 14 margin over Chattanooga and an impor-



CAPACITY CROWDS will pack Dallas hotels, restaurants, tourist courts—and the Cotton Bowl—on New Year's Day.

tant and convincing 13 to 6 triumph past Georgia Tech.

Maryland, the top team in the country, finally stopped the late-season surge with a 21 to 0 win over Alabama in a game that saw the Tide threaten the pay-dirt territory time and time again without cashing in with a score.

Then with the chips down and a possible bowl bid riding on the outcome, Alabama edged a stubborn Auburn team 10 to 7 to win the Southeastern Conference title and the visiting team spot in the Cotton Bowl with a season record of six wins, two losses, and three ties.

This Alabama team has most of the defensive stars of the 1952 team which blasted Syracuse 61 to 6 in the Orange Bowl last year, and defense is the trademark of the team coming to Dallas. The Crimson Tide's defensive line stars who hope to tone down the mighty Rice attack are Ends Bud Willis and Tommy Tillman; Tackles George Mason, Ed Culpepper, Sid Youngleman and Jack Smalley; Guards Bob Wilga and Charles Ecklery, and Centers Ralph Carrigan and John Snoderly.

Alabama also knows how to move the ball. Bart Starr, the No. 2 passer in the S.E.C. is the Tide's starting quarterback and chief aerial threat. He's a whiz of a ball handler and he can throw. His sophomore understudy, Albert Elmore, is not far behind.

On the ground, Alabama's top threat is Corky Tharp, No. 3 S.E.C. ground gainer and all-conference back. Tharp, a senior, is at his best on wide running plays. Following Tharp, come two rugged fullbacks—Bill Stone and Tommy Lewis. Stone has filled in brilliantly for Lewis who was injured in the Tennessee game and was the big gun in the final Auburn game. Lewis is expected to be in top shape for the Cotton Bowl game and will push Stone for the starting assignment.

During the regular season play, Alabama scored an average of 16 points per game, despite two shutouts, and held the opposition to an average of 11 points per game.

Rice, the host team in the coming New Year's Day attraction, was also a heavy pre-season favorite to battle it out with

Texas for the title. And the Owls did just that, winding up in a tie with the Longhorns for the S.W.C. crown, and getting the Cotton Bowl nod after Texas had followed the precedent and withdrew in favor of Rice because of their 18 to 13 loss to the Rice eleven.

The Owls, best known for a late-season powerhouse through the years, started off with three convincing wins: Florida fell 20 to 16; Cornell was bumped aside 28 to 7 and Hardin-Simmons felt the early signs of Rice power in a 40 to 0 setback.

Then came the first conference game with S.M.U. in Dallas and Frank Eidom's now famous last-minute touchdown scamper that erased a seemingly sure 7 to 6 win into a 12 to 7 loss for the Owls and raised a shower of doubt among Rice followers.

Texas came next, and Kosse Johnson's great clutch playing in the final minutes of the game brought Rice a narrow 18 to 13 win and made the Houston believers forget the Mustang back-fire until a week later when Kentucky, riding high after an early-season failure, finished out in front 19 to 13 to hand the Owls their second loss of the season.

November rolled around, and the Rice eleven, true to form, moved into high gear and was as hot a team as ever performed on a Southwest Conference gridiron. Arkansas fell 47 to 0; Texas A. and M. stumbled before a 34 to 7 score; Texas Christian teased the Owls before dropping out with a 19 to 6 loss, and then the Jess Neely team, with a Cotton Bowl bid in

BUD WILLIS



DALLAS • DECEMBER, 1953



DICKY MOEGLE

the making, smashed Baylor 41 to 19 to win the New Year's Day trip to Dallas.

While the eight won and two lost regular season mark is a shade behind that of the 1949 club which beat North Carolina in the Cotton Bowl, the honors have been at least as high for the terrific outfit that faces Alabama.

Running from the standard T formation, the Owls have turned loose a brilliant offensive output featuring devastating and crisp blocking both in the line and down field. This combination of deception and blocking enabled the Owls' offense to average 356.8 yards per game. In the scoring parade, the Rice eleven picked up an average of almost 27 points per game while limiting the opposition to an average of less than 10 points per game, despite two losses.

The Rice attack is led by their All-

BART STARR



KOSSE JOHNSON

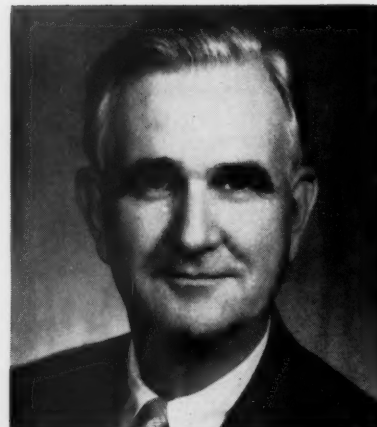
American fullback, Kosse Johnson. Statistically, Johnson had a tremendous year. His 944 yards net rushing was second all-time high in the history of the Southwest Conference and is expected to be second high in the nation this year. He also caught six passes for 129 yards; led the Southwest Conference in kick-off returns; had a 37 yard return of an intercepted pass; was an outstanding punter with one 70-yarder to his credit; and was a splendid linebacker on defense.

Right with Kosse to provide the Owls a tremendous 1-2 punch was junior half-back Dicky Moegle. His 833 yards net rushing was fourth all-time high in Southwest Conference history, and probably will put him at least among the top 10 nationally. Moegle was edged out by one point, 62 to 61 by Johnson for top scoring honors in the S.W.C.

As both of these brilliant Owl running stars have testified on many previous occasions, all these impressive statistics were achieved primarily as a result of the tremendous blocking of the rugged Rice line. That unit composed of Dan Hart and Blois Bridges at the ends, Richard Chapman and Max Schuebel at the tackles, John Hudson and Kenny Paul at the guards, and Leo Rucka at center just simply had a great year—each and every one of them. Chapman, Paul and Rucka made most of the All-Conference selections, with the others coming in for mention on several of the all-star teams.



SCANNING the Chamber's annual report are Angus Wynne, Jr., Stanley Marcus and R. L. Thornton, Jr., three of the seven new directors.



W. W. OVERTON, JR.

the special gift section of the Community Chest and director and treasurer of the Texas U.S.O.

Mr. Gilbert is chairman of the board of the National City Bank of Dallas and is a director and member of the executive and investment committee of United Fidelity Life Insurance Company of Dallas.

He is a member of the board of development and the business advisory committee of Southern Methodist University, and vice president and trustee of the Southwestern Legal Foundation, a trustee of the Southwestern Legal Foundation, a trustee of the Southwest Business Foundation, acting chairman of the National Planning Association committee of the South, a trustee and member of the Dallas Historical Society, member of the Dallas Council on World Affairs and of the Dallas Citizens Council.

Mr. Marcus is president of Neiman-Marcus Company, director of the Greater Dallas Planning Council, the Better Business Bureau, the Dallas Citizens Council,

(Continued on Page 43)

Chamber Elects Seven New Directors for '54

SEVEN Dallas civic leaders have been named to the Dallas Chamber of Commerce board of directors for three-year terms.

The new directors, elected by mail ballot and introduced at the Chamber's annual meeting this month were Robert

Randle Gilbert, Sam M. Gladney, Stanley Marcus, W. W. Overton, Jr., John M. Stemmons, R. L. Thornton, Jr., and Angus Wynne, Jr.

Mr. Wynne is president of American Home Realty Company, developers of Wynnewood, and chairman of the board of Wynnewood State Bank. He has been in the real estate development business in Dallas since 1946. He served in the Navy during World War II, spending most of his five years in destroyer duty in the Atlantic and Pacific theatres.

R. L. Thornton, Jr., is vice president of the Mercantile National Bank at Dallas. He is a director of the Great American Reserve Insurance Company, the Grand Avenue State Bank, the Children's Bureau, American Red Cross, Circle Ten, Boy Scouts of America, the advisory board of the Salvation Army and the board of development of Southern Methodist University.

Mr. Thornton also is consul to Costa Rico in Dallas, general chairman of the Y.M.C.A. membership drive, chairman of

SAM M. GLADNEY



BEGINNING three-year directorships this month are John M. Stemmons and R. R. Gilbert, below.

DALLAS • DECEMBER, 1953

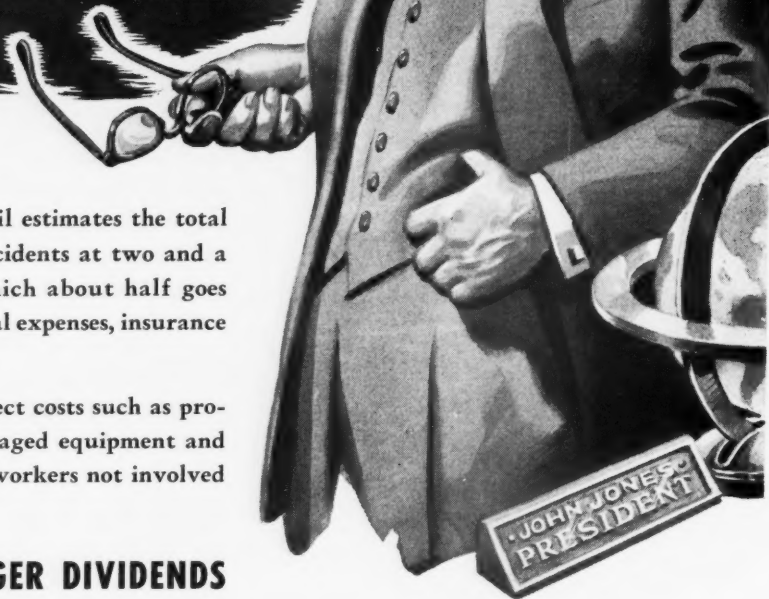
DALLAS: 1953

The Work of Your
Chamber of Commerce



"The people of Dallas made it happen..."

Like Money in YOUR Pocket!



The National Safety Council estimates the total annual cost of on-the-job accidents at two and a half BILLION dollars, of which about half goes for visible costs such as medical expenses, insurance costs and wage losses.

The other half goes for indirect costs such as production delays, value of damaged equipment and materials, and time losses of workers not involved in the accidents.

LOWER RATES • BIGGER DIVIDENDS

When you reduce accidents you help reduce accident costs. These reductions are reflected in the rates you have to pay for Workmen's Compensation Insurance. And, when you insure with the Texas Employers' Insurance Association, these reductions are reflected in the dividends you receive. Yes, cutting accidents is like putting money in your pocket. Why not start an accident prevention program now?

Accident PREVENTION Pays

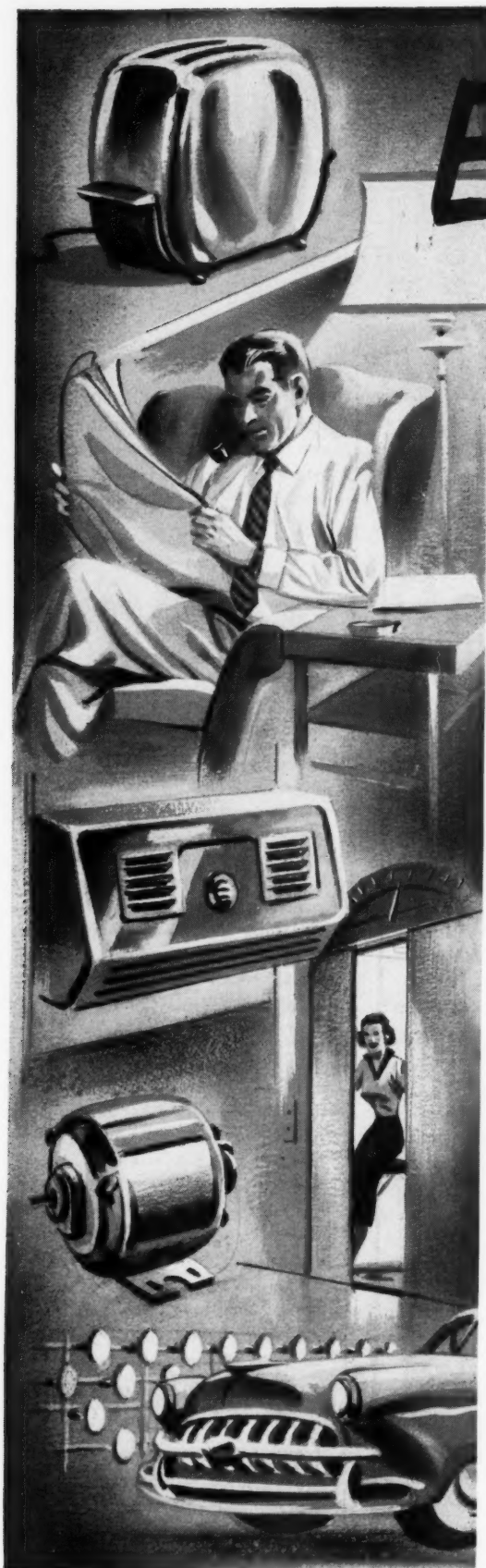
Largest Writer of WORKMEN'S COMPENSATION INSURANCE in Texas

HOMER R. MITCHELL, *Chairman of the Board* A. F. ALLEN, *President*

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO
FORT WORTH • FREEPORT • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND
ODESSA • PORT ARTHUR • SAN ANGELO • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

**TEXAS EMPLOYERS
INSURANCE ASSOCIATION**

HOME OFFICE • DALLAS, TEXAS



Electricity

does so many things

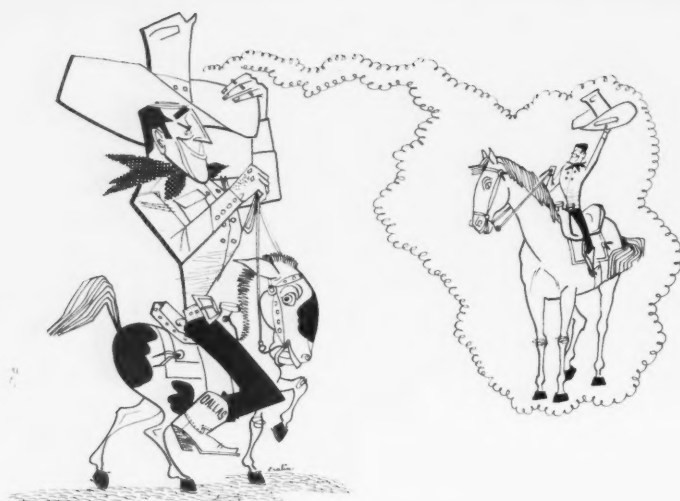
... BETTER!

Electricity is your reliable, efficient workman that makes your breakfast toast, cools your home and office, gives you light for reading, whisks you up to your office on the tenth floor, dries the paint on your dented fender . . . economically, dependably.

New uses for electricity are continually being developed. Its benefits in home comfort, business and industry are only the beginning of better things to come — electrically.

Dallas Power and Light Company has a staff of trained residential, commercial and industrial advisors who will assist you in any remodeling or expansion plans to make low-cost electricity serve you better.

**DALLAS POWER
AND
LIGHT COMPANY**



DOLLARS to Back Up VISION

"Dallas is riding a shetland pony when we ought to be leading the parade on a big white horse!"

With those words Mayor R. L. Thornton summed up the need for, and set the keynote of the Chamber's 1953 Revaluation campaign. General Chairman DeWitt Ray and the more than 200 committee members drafted to work with him, set about getting Dallas out in front on a big white horse. They asked members of the Chamber to voluntarily increase their annual subscriptions, in line with equitable amounts others were already subscribing, to provide more working dollars for the Chamber's job. They pointed out that chambers of commerce in competitive cities all had more money than the Dallas Chamber, and that the achievements being recorded for Dallas were accomplished despite big handicaps. More than 1,100 members of the Chamber responded — increasing their subscriptions by more than \$68,000 net, per year.

The 1953 Revaluation Drive was encouraging. It proved that Dallasites are willing to make an adequate investment in the progress of their city, that they want a job done and are ready to furnish the necessary dollars. The Finance Committee was convinced that this line on budget subscriptions must be held and advanced, on a basis of equity, to provide dollars to back up Dallas Vision.

Dallas prosperity depends on its Metropolitan Payrolls and the income of its trade area. The Dallas Chamber of Commerce is the top agency that works with the Big Picture in mind for the overall business interests of Metropolitan Dallas. This organization that mobilizes men and money to meet immediate problems, and plans for the future, must be adequately financed. That is the first order of any successful business.

DALLAS Is Doing O. K.

POPULATION INCREASE

Since 1950, Metropolitan Dallas Population has increased 105,200, an average monthly increase of 2,400 people — 17 per cent in 3½ years — 1950 Census Level 614,799 — present Dallas County Population 720,000.

PAYROLLS

Now at an All Time High—308,000 workers employed. 1953 Annual Payroll \$1,113,000,000—an increase of \$87,000,000 compared with 1952.

MANUFACTURING ACTIVITY

Factory payrolls have increased by 33,600 workers in the Post-War Period. One out of four employed workers in Dallas County today on a factory payroll, compared to 1 out of 6 in 1940. Manufacturing payrolls in the county increased 79% compared with 39% increase in non-manufacturing same period.

DIVERSIFIED INDUSTRY

Dallas factories now adding value in processing at an annual rate of \$450,950,000—an increase of \$212,000,000 or 89% in the Post-War Period. This includes hard and soft goods. A few examples and percentages of increase since 1947—show the diversification and progress in Dallas Manufacturing.

Transportation	Per Cent	Increase in Value Since 1947
Equipment (Aircraft, Autos, Boats, etc.).....	482%	\$99,500,000
Electrical & Electronics.....	364%	\$24,500,000
Food & Kindred		
Products	57%	\$34,300,000
Machinery	79%	\$12,650,000
Printing & Publishing....	37%	\$ 7,250,000
Furniture & Fixtures.....	83%	\$ 6,350,000
Chemicals and		
Allied Products.....	29%	\$ 6,550,000



An Old-New Story:

Dallas' Pace Quickens

IT was an old but ever-fascinating story — the story of the building of a city.

The 1953 installment of this story brought Dallas fresh and convincing evidence of its arrival as a great metropolitan center. In 1953, Dallas was a town on the go, looking ahead to bigger things next year, still bigger things 10 or 20 years hence. From bootblack to bank president, every Dallasite was aware, consciously, or unconsciously, of the dynamics of his town. Most of them were confident that the destiny of Dallas was far from being completely fulfilled — there were big achievements, both foreseeable and undreamed-of, still ahead.

The mood of Dallas in 1953 was not a new story, either.

Confronted with the need for a better-financed Chamber of Commerce, Chamber members voluntarily increased their annual subscriptions by more than \$68,000. In addition, 1,104 new members joined the Chamber, an all-time high.

Realizing that air transportation is as vital to Dallas today as the winning of the first railroad was in 1872, Dallasites fought unrelentingly for adequate air service and for protection of the Dallas airport.

Reading the signs of business opportunity, scores of existing industries undertook significant expansions of their plants and distribution facilities.

In these, and many other respects, Dallas in 1953 moved ahead. It was another year of achievement and, simultaneously, another year of looking ahead and planning for even bigger achievements in the future. Work was being done today for Dallas' future progress in municipal facilities, in manufacturing and distributing supremacy, in expansion of transportation

Year of Problems . . . Year of Opportunities

IT was a year of problems — community problems and business problems. It was also a year of growth and achievement.

In most respects, the Chamber of Commerce year 1953 was not unlike most years in Dallas' community history.

The 12½-million-dollar airport bond election held the spotlight in January. The water shortage was a continuing problem and topic of controversy. The municipal election overshadowed everything else in late March and April.

In succession, Dallas turned its attention to a fight to preserve Love Field; to raising a more adequate budget for the Chamber; to experimental efforts to improve the downtown traffic and parking situations; and to expedited action on numerous public improvements.

advantages, and in educational and cultural growth.

It had been a far different story in 1874, when the foundations were laid for today's Chamber of Commerce.

In 1874, two years after Dallas brought the first railroad into town, the pioneer business and civic leaders decided they had to have an organization through which they could harness and direct their ambitions to transform the little frontier village into a city. They organized the Board of Trade, and made it the focal point for all community planning and teamwork. The Board of Trade and successor organizations evolved into today's Chamber of Commerce.

In the 79 years since the Chamber's ancestor organization was established, the population of Dallas County has increased from about 13,000 to more than 700,000. The horizons of Dallas have expanded from a primitive railhead town to the metropolitan outlook of 1953 — planning ahead, in business as well as in all kinds of community facilities — for a population of more than a million within the next 20 years.

As Dallas' top agency for community progress and economic development, the Chamber in 1953 has been working on both the problems and opportunities of the day and at the same time doing the groundwork for handling the problems and opportunities of tomorrow.

Many-Sided Drive Adds New Plants

WHERE do new industries for Dallas come from?

From the brains, abilities and savings of Dallas people, who establish new manufacturing enterprises.

Also, from the manufacturing centers of other sections of the country, where business executives are constantly learning that if they want to continue competing for business in this region, they need factories and/or warehouses and sales offices at Dallas to serve the Southwest.

The Chamber in 1953, as in other years, set its sights on those industries which were logical prospects for operations in Dallas and then went quietly but effectively about the job of selling those prospects. The selling job involves hundreds of personal letters; scores of "tailor-made" briefs designed to show an executive how his firm will benefit from locating in Dallas; research and statistical analysis to keep the prospects' attention focused on Dallas; and coordination of efforts to



MARKETING, WAREHOUSING and distributing are important functions performed for the Southwest by Dallas, where a favorable location gives overnight delivery to a wide area.

make sure that prospects get the full story of Dallas' advantages from the various sources with which they are in contact — public utilities, railroads, realtors, banks and industrial developers.

During the year, the automotive, electronics and air conditioning equipment manufacturers have been publicized as major prospects for new developments in this area. The Chamber has worked closely with these and numerous other prospects.

Of special significance among the industrial developments which have been publicly announced were:

Construction of the Chevrolet Parts Depot and district sales offices.

Location, near Garland, of General Motors' big training school for G.M. dealers' mechanics.

Important expansions in the aircraft industry's facilities, including new construction at both the Temco and Chance

Vought plants, and Chance Vought's announcement that it is ready to build the first wind tunnel in this area.

Dearborn Stove's announcement it is moving its Chicago operations to Dallas, and plans a new and larger factory here.

Completion of the DeSoto Paint and Varnish plant at Garland; expansion of the Collins Radio plant; completion of the Texas Instruments expansion; completion of General Motors' Arlington assembly plant; completion of Ford Motor Company's expansion; Borden's new ready-to-cook biscuit plant and cheese warehouse; completion of the new plant of Mrs. Baird's Bread Company, said to be the largest automatic bakery in the United States; and a significant expansion by General Electric Company of its Dallas modification center.

Petrocarbon Chemicals' announcement that it will build a million-dollar petrochemical plant near Irving.

Map of Dallas Market Constantly Changing

WHAT is the Dallas Market? The answer to this is obviously changing, year to year. Fifty years ago, the answer would have been North Texas and relatively small blocks of counties in adjoining states.

Under the stimulus of constantly-improving transportation, population shifts and more aggressive promotional work, today's Dallas Market reaches into states and foreign countries which the previous generation of Dallas distribution executives didn't even consider.

Much of the Chamber's work is constantly directed, through several phases of its overall program, toward expanding and strengthening the Dallas Market.

Analysis of the territories served by the 95 sales branches and sales offices established here during the past year provides a good index to the 1953 Dallas Market:

Several of the new branches serve Colorado and Alabama; 8% serve Arizona; 9% Missouri; 11% Kansas; 12% Tennessee; 15% Mississippi; 33% New Mexico; 55% Arkansas; 63% Louisiana; 68% Oklahoma; 91% all of Texas (9% serve only North Texas).

"What's My Line?" Puts Money in Dallas Pockets

"WHAT'S My Line?" means more than a television program in Dallas.

It means money.

The answer to that question — and there are as many as 1,100 answers during Market Week — adds up to a wide choice of merchandise for the wholesale buyer who comes to Dallas to shop.

The Chamber knows there are two sides to having a successful market: the buyers' side and the sellers' side.

That's why the Chamber invites 400 salesmen to show more than a thousand lines of merchandise at the four fashion markets each year.

And that's why 5,000 buyers keep returning — market after market.

Well-Draped Girls Prove Sally Isn't Only Answer

IN some states, the promoters who put on state fairs will tell you that if you want to draw a crowd, get Sally Rand and some girls with their clothes off.

The Texas State Fair tried it a different way in 1953: they got some girls with their clothes *on*.

And they drew such big crowds that they decided to repeat the venture in 1954.

Maybe the reason people came to see girls with their clothes *on* was because many of the clothes were made in Dallas.

Dallas fashion designers and manufacturers took a lion's share of the Blue Ribbons at the State Fair's first Fashion Round-Up.

They're Always Out of Step But They Help Build a City

SPRING, summer, fall or winter ... there's one group of Dallas people who are always out of step.

They're talking about bathing suits when store windows are full of furs. Or they're talking about Christmas jewelry when the papers are reporting a seven-day heat wave.

And at times — like when 5,000 of the out-of-seasoners fill up all the hotel rooms — it's hard to tell who's right and who's wrong.

Four times a year, fashion buyers from 18 states come to Dallas to stock their stores. Their orders are big. And their checks are good.

The clothes they order may be made in California, New York, or Kansas City — but they are all sold in Dallas. Some 400 salesmen from all over the country come to Dallas to meet their customers.

They know that the Chamber will bring those customers to Dallas for Market Week.



BUYERS BY THE THOUSANDS line runways of the breakfast clinics of the market division of the Chamber four times a year.

Tractors As Well

It Isn't All Glamour

MARKET seasons and shows are the most glamorous and best-publicized features in the job of building the Dallas market.

But the Chamber is also working on all the other things that have to be done to keep Dallas the dominant manufacturing-wholesaling center of the Southwest.

Tractors, business machines and paint are hardly adaptable to the promotional techniques used in telling the world about the women's clothing manufactured and distributed in Dallas. But the paint, tractors, business machines — and thousands of other products, too — play an equally important role in making Dallas the \$3,500,000,000 diversified market it is today.

The conditions under which products

are manufactured and distributed must be right if the community is to continue to grow and prosper as the market for an ever-expanding territory. The basic community attractions for manufacturing and distributing enterprises are one of the chief concerns of the Chamber's Manufacturers and Wholesalers Division.

Another major concern is to provide a focal point for information on all phases of the Dallas market. Still another major concern is to serve as a watchdog for manufacturers and wholesalers on matters of legislation, taxation and transportation.

In these less spectacular and more routine phases of the work of developing the Dallas Market, the Chamber's division worked consistently and effectively in 1953.

Keen Competition Plus Real Teamwork Builds Dallas Retail Market

THE keen competition between Dallas retail merchants is world famous, and is credited with being one of the chief reasons why Dallas retail sales in 1953 again are going over the billion-dollars plus mark. The steady growth of payrolls in Dallas County and the \$2,500,000,000 increase in income in the Dallas trade area are prime factors in making Dallas the No. 1 retail market of the South.

While the tremendous growth of the Dallas Southwest has skyrocketed retail sales, it has also left in its wake a number of complicated problems, particularly in the downtown area, the solution of which will require a high degree of study and cooperation among retail merchants.

For many years, the Retail Merchants Division of the Chamber of Commerce has been the central point for teamwork among the merchants of Dallas in the solution of common problems. During the past year, as in every year, this division handled such problems as the semi-annual retail merchandising schools, decoration of the downtown area for the State Fair, and the maintenance of sound and ethical business practices. The Chamber's division also studied proposed state and federal legislation affecting merchants. It sounded the alarm on proposals that might adversely affect retail business.

The Chamber's Retail Division also provided overall coordination on numerous matters affecting the Dallas retail market, either directly or indirectly. In cooperation with retailers and the Street Railway Company, it worked out a plan for bringing more trade to downtown Dallas by transit. It has worked with the Citizens' Traffic Commission on the problems of traffic congestion and the expansion of off-street parking facilities, as it has in the past. It worked in close cooperation with the Better Business Bureau in the maintenance of high business advertising standards and in the prevention of rackets preying on Dallas merchants.

It should be pointed out that the Retail Merchants Division merely provides the machinery for coordination and teamwork among Dallas retail merchants. It does not determine policies. Where retail merchants' opinion has not crystallized on the solution of certain dynamic Dallas growth problems, the Retail Division can only reflect the consensus of its membership.

THE people of Dallas can do anything they set their hearts on doing.

That is my honest belief, after serving two terms as president of your Chamber of Commerce.

It is a privilege to serve as an officer or director of the Chamber. That is really the only way one can be in position to appreciate the overall picture — the abilities, energy and tireless efforts of countless Dallasites, mobilized through the Chamber of Commerce to work for the good of metropolitan Dallas.

Make No Little Plans

No amount of money could buy the time, the brainpower, the leadership and the devotion which members of the

Chamber — working on both committees and individual assignments — give to the job of building Dallas and making this a better community in which to live and do business.

If space permitted, I would like to name, and thank all the people who have worked so hard, and with such fine results in 1953. Because we gave them a particularly heavy workload, and because they did their jobs so well, I feel special mention should be made of the accomplishments of the Finance and Revaluation Committees, Membership Committee, Highway Committee and the Aviation Committee.

The experience, the know-how and the machinery for the people of Dallas to use in doing this work are provided by the Chamber's staff — "the hired hands," as they think of themselves. The staff has done an outstanding job. Again, if space permitted, I could recite many instances of work — beyond the call of duty, even — which should be recognized.

It is also important that we recognize the fine cooperation achieved between Dallas and other communities, large and small. On many matters of mutual interest, including legislation, the Dallas Chamber has worked shoulder-to-shoulder with the chambers of commerce of Houston, San Antonio, Fort Worth and other cities, with fine results achieved for all of Texas.

Today, as the dynamics of growth create new problems and new opportunities for our city, it is important that the Dallas Chamber continue to fulfill its job as the top agency for civic progress in metropolitan Dallas.

Down through the years, the people of Dallas have made things happen. They have worked together to create the Dallas we love today. We are enjoying the benefits from the pattern of teamwork and the spirit of achievement molded by the pioneers of Dallas. We have the responsibility of maintaining and enlarging upon the work already started.

In the words of Daniel Burnham, the great city planner:

"Make no little plans. They have no magic to stir men's blood . . . and little plans, if realized, bring no satisfaction."

We have applied that philosophy to the work of the Chamber many times.

Our responsibility is to build for tomorrow — and to build big.

Through our Chamber of Commerce, the people of Dallas can — and will — continue to do the job, whatever it takes to make Dallas the kind of town we want it to be.

Ben H. Woolen
President

Statler's Ground Finds "Everybody"

IT started out like a pep rally. "Is everybody happy?" the Mayor asked — bending forward toward the crowd.

He drew a cheer . . . from several hundred people — right in the middle of a hot afternoon — right in the middle of Dallas.

After a few short speeches, the officials and Chamber leaders grouped on the speakers stand filed down to ground level.

The president and chairman of the board who had traveled all the way from New York performed their task.

Ground was broken for Dallas' new \$15,000,000 Hotel Statler.

There was an "almost-audible" sign of relief from six men — the Chamber leaders who had served as vice chairmen of the important Cosmopolitan Hotel Company, the firm organized by the Chamber to handle the job of bringing Statler to Dallas.

1953 Brings \$13,000,000 Worth of Conventions

SUBTRACT the number of times the Cotton Bowl has been full of 75,347 people this year.

Then, subtract all the 4,500 people who fill the State Fair Auditorium every time there's a program.

Next, subtract the 2,382,712 visitors to the State Fair of Texas.

. . . And you *still* have 293,250 Dallas visitors left over.

When did they come to Dallas . . . and why?

In 1953 . . . and because Dallas had brought 1,773 conventions, sales meetings and cooperative marketing groups here.

That's a lot of people . . . but don't stop there.

Take the 293,250 convention visitors and multiply them by 15. That gives you a total of more than 13 million. Now place a dollar mark in front of that and you have an approximate total for the amount of money they left behind them.

It's as simple as adding and multiplying: conventions mean good business for Dallas . . . \$13,196,250 worth of good business in 1953.

oundbreaking body Happy"

A little while later at Brook Hollow Country Club, Dallas got a sample of what the new Statler would look like: a carefully-built model showing the ultra-modern design of the 1,001-room hotel.

The only thing missing were the people the new hotel would bring to Dallas. Dallas has just rung-up the biggest and best convention year in its history. In 1953, 48 of the big national and international conventions had selected Dallas for their meetings.

But what would the number be in 1955, 1956, and 1960 . . . when the Statler would allow Dallas to bid on the biggest conventions in the world?

The Chamber was already sharpening up for the keener competition it meets when going into the "big league" for the big ones.

The Mayor knew he was safe in asking, "Is everybody happy?"

More Convention Badges Plus \$ \$ Ahead for Dallas

DALLAS merchants have found two things that go together: the convention badge and the \$-mark.

They have learned that convention visitors bring "new money" to town — and are willing to leave the profit behind.

But convention visitors don't come to Dallas by accident. They come *by invitation only*. And the Chamber is the host who does the inviting.

Here are a few of the guests who have already accepted for 1954: Texas Cotton Ginners Association, State Dental Association, Texas Music Educators Association, Association of Southern Agricultural Workers, Texas Knights Templar Grand Commandery, Corrosion Engineers — South Central Region, Retail Merchants Association, Texas Shrine Association, Texas Motor Transportation Association, Texas Wholesale Grocers Association, Texas Cotton Association, Texas Safety Association, Texas Credit Union League, Texas Garden Clubs, Inc., Dallas Southern Clinical Conference and Texas Manufacturers Association.

ON November 20, 1953, an impartial organization, the National Safety Council, after a careful survey, estimated the population of Dallas (city) at about 551,000. This is 117,000 more than the 1950 census listed, or a growth of approximately 39,000 a year or more than 3,000 a month. I quote these figures to vividly show that Dallas is continuing to maintain a solid and substantial growth.

And this growth in population has to be and is being matched by a proportionate growth in industry, commerce, finance, insurance, retailing, wholesaling, etc. So "Big D" is getting bigger and better year by year.

This of course has proportionately added to the problems to be solved and the responsibilities of your Chamber of Commerce.

Each year bigger problems must be met and greater plans made for the future. For only from wise planning comes sound constructive accomplishment.

We at the Chamber believe that we have met our responsibilities but we also realize a bigger job lies ahead and more and more will be required and expected of the Chamber.

With the increased funds that have been pledged from regular members and the steady increase in new members (over 1,000 this year which is a record for any Chamber anywhere) the Chamber is in the best financial position in its history and with its physical plant and equipment modernized, we are in a position "to get the job done" as an organization.

The "Dallas Spirit" is 'greater today than ever before as is being demonstrated by the intelligent and aggressive teamwork of the businessmen of Dallas who continuously give so freely of their thoughts, time and money to all worthy civic enterprises and activities.

I also want to take this opportunity to recognize the experienced, capable and loyal members of the Chamber staff who sincerely endeavor to carry out the intelligent and creative policies of your officers, directors and committees.

This is a somewhat unconventional annual report. I hope it will give you a highlighted picture of the year's work, and that it will be both interesting and informative.

J. Ben Critz
Vice President
And General Manager

A Bigger Job Ahead



TEXAS' BUSIEST INTERSECTION. *Industrial and Commerce, emphasizes the importance of adequate transportation for Dallas.*

Transportation: Complex Key to Dallas' Business

TRANSPORTATION is the key to Dallas business leadership in the Southwest. Transportation costs and transportation service are prime factors in the Dallas economy. Markets for Dallas wholesalers and manufacturers depend largely on transportation. Dallas must bring in raw materials for processing, manufactured goods for distribution, and merchandise for sale. All of this involves intricate problems of facilities, rates and schedules. Because of the complexity and volume of these problems, efficient transportation departments are not set up in a day. They involve complicated records and know-how, experience and background. One of the oldest divisions of the Dallas Chamber of Commerce, its Transportation Department has been serving Dallas business for more than 40 years.

An unfavorable freight rate into or out of Dallas can put many Dallas businesses at an immediate disadvantage in relation to some competing city. A favorable freight rate can give Dallas the jump on competition. The same thing is true of rail and highway facilities and service. Dallas rail and trucking advantages have accounted for a substantial number of the

many firms that have chosen Dallas as their main Southwestern distributing point during the post-war years.

The Transportation Department serves as a central agency of information for Dallas shippers and an alert watchdog on rates and service. In 1953, as in every other year, the Chamber analyzed all new freight changes or proposed changes and attempted to analyze how they would affect Dallas business as a whole, or various segments of business.

For policy guidance, the Chamber has a Transportation Committee composed of the transportation executives of a cross-section of Dallas business. During 1953, the committee discussed and recommended policy on 55 major items affecting Dallas shippers and receivers. Follow-up action based on policy recommended by the committee was the responsibility of the Chamber's staff.

The Chamber participated in 69 meetings of regulatory bodies and traffic organizations during the year. It opposed some tariff proposals, favored others, as the interests of the community dictated. It also provided rate information and routing service to hundreds of Chamber members.

Committee's Efforts Assure New Highway Ahead of Schedule

GOVERNOR Allan Shivers reached across his desk for a fountain pen. He signed his name, stood up and shook hands with the five men from Dallas who were flanking him.

He had just created the Texas Turnpike Authority, whose first duty was construction of a "Dallas-Fort Worth Turnpike."

The five men from Dallas could now relax. Their long task of planning and getting support for the new road—to be Texas' first toll road—was done. The many trips to Austin were over.

This new law would give Dallas and Fort Worth a new thoroughfare at least 10 years ahead of schedule.

This subcommittee was one of 19 that studied specific highway problems and worked to solve them. Fourteen of the Chamber subcommittees represented different zones or areas of the county, giving every section a "watchdog" for his roads and a voice on the Central Highway Committee.

The other five subcommittees work on special problems of a more county-wide nature.

★

Dallas Gets \$3,345,000 Through Chamber's Work

AT the state capital, \$3,345,000 had been put aside for highway construction in Dallas. But there was a string tied to it.

Dallas had to provide the right-of-way for the highways before the state would spend its money.

For awhile, it looked as if Dallas might let the much-needed \$3,345,000 go down the drain—because the county had no funds to purchase the right-of-way.

Then the Chamber—through its Central Highway Committee—stepped in. Several trips were made to Austin to see what could be done.

The solution: House Bill No. 503, a local law to let Dallas County issue certificates of indebtedness for acquiring right-of-way for designated state highways. The bill limits the amount to \$2,000,000 and the time to two years.

The results: U. S. 80 will be widened to four lanes from Dallas to the Kaufman County line; a four-lane highway will be constructed from Hutchins to near the Ellis County line on U. S. 75, and Loop 12 can be improved where it needs it.

Bus and Streetcar advertising

**IN DALLAS REACHES
235,342* RIDERS
EVERYDAY WHO**

**-- are on their way to shop . . . to work . . . to
play — to spend millions of dollars a day**

Recent intensive surveys in cities comparable to Dallas show that 56% of the shoppers in the Downtown area still use buses and streetcars for transportation and that 75% of the mercantile employees in the Downtown area use public transportation between their homes and places of work.

235,342 powerful daily exposures that sell your merchandise or service 18 hours a day, 365 days a year.

235,342 colorful daily exposures that vividly portray your product or service, to whet appetites and create desire.

235,342 —23-minute rides (on the average), which give plenty of time for your sales message to "sink in."

235,342 daily low-cost exposures (less than 7½¢ per 1,000 riders).

TRANSPORTATION ADVERTISING SALES, INC.

1925 Cedar Springs • PR-2521

★ For further information about Bus and Streetcar Advertising in Dallas call Merile H. Stevenson at PR-2521. No obligation, of course.

Natural Gas helps produce Quality in Quantity

in the nation's largest automatic bread plant



**Mrs. Baird's Bread
Dallas Plant**



ONE OF bread's most important ingredients is precise baking heat. In this plant two automatic gas ovens can bake 14,000 loaves of perfectly textured, evenly browned bread an hour. Loaf after loaf is uniform quality. That's quality in quantity!

It is a good example for any business or industry. Heat can be applied with gas with greater precision than with any other fuel. Gas is the world's cleanest fuel. In cities served by Lone Star Gas Company,

gas is economical. It costs less than half the cost of any other fuel.

Businesses profit most when they make the widest possible use of gas. One of the fastest growing applications is for year around air conditioning. Have you checked to see how you may cut production or operating costs with gas?

Before you build or modernize it will pay you to investigate what gas can do. Our Industrial Department is ready to give you analyses and estimates.

Lone Star  Gas Company

Santa Fe Says Dallas' Business Worth Making \$5,500,000 Investment

HOW much is it worth to a railroad to be able to compete better for Dallas business?

The Santa Fe System decided, in mid-1953, that it was willing to pay about \$5,500,000, in capital expenditures, to get in a position to compete more effectively for Dallas' business. It announced plans to build some 47 miles of new trackage from its present main line at Sanger, in order to get a direct entry into Dallas. At present, Santa Fe freight moves through Fort Worth south to Cleburne, then comes back to Dallas on a branch line. Passenger trains move over leased trackage from Fort Worth to Dallas, with the exception of the Texas Chief. If a Dallasite wishes to ride the Chief, he must take a bus to Fort Worth in order to board the crack train.

At year's end, the Interstate Commerce Commission had held a public hearing on the Santa Fe proposal. At the hearing, the Chamber gave strong support to the need for the improved service proposed by the Santa Fe.

★

100-Page Magazine No "Flimsy Leaflet"

"COULD I get a copy of your monthly bulletin?" a newcomer to Dallas asked at the Chamber.

He was slightly embarrassed when he was handed a 100-page, full-size magazine.

"This is a magazine," he said. "I thought you just put out a leaflet of some sort."

Although there are other fine chamber publications, at the same time many chambers neglect their own media. Instead of it being a real spokesman for the business interests of a community, it is merely a "monthly bulletin."

DALLAS' leadership in the chamber of commerce publishing field sometimes works a hardship on the magazine. Easterners from cities much larger than Dallas would never think of telling their sales messages in a thin, flimsy chamber publication.

But as soon as they arrive in Dallas, they find a publication that commands respect—and can do a selling job by taking their sales messages direct to top management.

Dallas Stages "All-Out" Fight for Air Services

UNRELENTING pressure to get the new and improved air services which Dallas needs was a major concern of the Chamber's Aviation Committee.

Tangible progress was achieved in several directions: the Civil Aeronautics Board set up a proceeding in which it will consider the applications of five major airlines—plus the application of a so-called non-scheduled carrier—for competitive routes between Dallas and the Northeast.

At long last, the committee could see the results of its repeated requests for expedited action on these applications, some of which had been gathering dust more than five years.

Best guess on the time required to complete the hearing and get a decision from C.A.B.: 18 months to two years. The Aviation Committee regards this as Dallas' No. 1 opportunity to advance its position as an air transportation center. In the months ahead, the committee faces the tasks of compiling the exhaustive briefs and exhibits, presenting the testimony, and taking all other action to give Dallas an airtight and compelling case for additional air service to Washington, New York and the Northeast.

The Chamber has received full support from the City of Dallas, which formally joined it in all the route development work undertaken by the Aviation Committee.

TOMORROW'S LOVE FIELD was built to scale by Robert Kennedy, S.M.U. engineering senior.



A relatively minor decision from the Civil Aeronautics Board on July 31 turned out to contain a "joker" which threatened the very foundation of Dallas' position as an air transportation center.

Granting Central Airlines a new route from Fort Worth to Duncan, Lawton, Chickasha and Oklahoma City, the decision specified that Central should serve both Dallas and Fort Worth from the Fort Worth International Airport.

The Aviation Committee petitioned the C.A.B. for reconsideration of its 3 to 2 decision, insofar as the question of service to Dallas was concerned. When the Board refused to reconsider, the City of Dallas joined the Chamber in petitioning the Court of Appeals, in the District of Columbia, to review the C.A.B. decision and declare it invalid.

At issue in Dallas' court fight is the question as to whether a federal agency can arbitrarily, without any hearing upon the subject, deny Dallas air travelers service at their own airport and tell them that if they want to use Central's new route into Oklahoma they must journey to another city in order to buy their air transportation.

★

WHAT'S to be done when an airline, holding a monopoly on the most important air routes into the city, undertakes to divert an unreasonable amount of its services from the Dallas airport?

That was the unusual problem the Chamber's Aviation Committee faced last May. With the opening of the Fort Worth International Airport, American Airlines moved a substantial amount of its service away from Love Field. None of the other five airlines serving the area attempted to move any substantial amount of service from Love Field. The committee's analysis convinced it that American, free from any competitive restraint, was deliberately trying to favor another airport at the expense of its Dallas customers.

Conferences with American officials, to express Dallas' concern and dissatisfaction, was the first effort of the committee. When patient and rational discussion failed to get any satisfaction from the airline, the Aviation Committee undertook a campaign designed to "hold the line" and prevent any further attrition of service at Love Field.



VOLUNTEER WORKERS in the Chamber's 1953 Revaluation Campaign persuaded 1,000 present Chamber members to increase their annual dues by about \$68,000.

1,000 Chamber Members Joined in Revaluation

"**H**ERE we are riding a Shetland pony when we ought to be out in front on a big white horse," R. L. Thornton, Sr., ex-president of the Chamber, now mayor of Dallas, told a group of "drafted" workers last May.

The occasion was the start of a revaluation campaign for the Chamber. Directors, facing the problems of increased costs and greater responsibilities for the organization, said the Chamber had to have more operating income. They drafted DeWitt T. Ray as general chairman for the campaign, designed to give the Dallas Chamber an income more in ratio with

those of the chambers in Fort Worth, Oklahoma City, Tulsa, Houston and other competing cities. Mr. Ray, in turn, drafted chairmen, vice chairmen and committeemen for 17 divisions.

RESULT: some 1,000 present members of the Chamber increased their annual subscriptions by about \$68,000 net. Already the most successful campaign of its kind in Dallas' history, the effort is still underway. At year's end, hard-working committeemen were still calling on members from whom reports still have not been received.

Dallas Growing New Supply Of "Country-Boy" Leaders

BUSTLING, citified Dallas has many civic leaders who claim to be transplanted "country boys."

Dallas citizens like their "country boy" leaders — and to make sure the supply doesn't run out, they are still growing their own.

The Chamber, through arrangements with the Dallas Agricultural Club, has its eye on the boy who wants to be tomorrow's farmer.

And to help him along, they do such things as award \$100 to the winner of the public speaking contest at the State Soil Conservation Supervisors convention.

And they pay the expenses of the 4-H judging team from Dallas to Oklahoma to compete in the national contest.

This year they also brought a group of Brady farm boys to see agricultural points of interest in Dallas, cooperating with the Brady Chamber of Commerce.

For the Dallas people who are still "country boys" at heart, they sponsored delegations to the Fort Worth Fat Stock Show, the Heart of Texas Fair at Waco and the Field Day for Farm and Ranch Clubs at College Station.

To top it off, the group secured the 1954 convention of the Association of Southern Agricultural Workers for Dallas.

Four Men Win Highest Honor by Signing Up 100 New Members Each

HIGHEST recognition that can come to a volunteer worker in the Chamber is a "life membership" — awarded to each person who sponsors 100 new members in one year. Louis Charninsky first attained this honor, winning it twice without a challenger.

Chairman Barney Shields of the Chamber's Membership Committee had the satisfaction of awarding life memberships to four members of his committee during the year. The four committeemen who each sponsored 100 or more new members during 1953 were:

A. J. Kutner, Jr.

A. P. Harrison

James H. Randolph

John Stephen Smith

They were leaders in the 81-man membership committee, officially called the Lasso Club. Organized in nine divisions, with a vice chairman at the head of each division, the Lasso Club asked 2,510 business and professional men to join the Chamber, and obtained 1,104 signed applications to establish a new all-time record.

★

No Money for "Bragging" Hikes Chamber Workload

TEXAS can't brag — if it costs money.

Regardless of how fine Texas may be, there's a law against telling the rest of the nation about it.

While Florida, New York and 43 other states across the country are spending thousands of dollars to attract new industries, Texas is prohibited by its Constitution from spending state tax funds for advertising and promoting the state.

This law — which has been up for repealing at several sessions of the legislature — makes Dallas' publicity and promotion program more vital than ever. The Chamber not only has to "sell" Dallas but has to "sell" Texas as well.

The year 1953 found Dallas stories in every type of national publication from financial and business journals to women's fashion periodicals.

Dallas got its share of breaks on network radio and television programs as well.

Next spring other national magazines will carry stories that have already left the Chamber — complete with pictures.

1,104 New Members in '53 Establish All-Time High

MORE new members joined the Chamber in 1953 than in any previous year. The total reached 1,104 new memberships late in November; the best previous record was 720 for the year 1951.

At report time, the Chamber's membership roster also stood at a new all-time high: 5,496.

★

Hot Day on Rio Grande Points Up Foreign Trade

IT was a blistering hot day in the Valley.

Dwight D. Eisenhower mopped his brow before stepping out of the official car — an open convertible — and walking briskly over to greet the man he had flown 1,895 miles to meet: Ruiz Cortines.

A few hours later, the two Presidents dedicated the new international Falcon Dam.

More than any other event in recent years, the visits of the two Presidents pointed up Texas' function as the No. 1 border state in the nation . . . with more miles of foreign soil touching it than have any of the other 47 states of the nation.

Dallas, closer to Mexico City than to New York, is becoming as famous as an "international host" as it has been for many years as "the Southwest's host."

This year, the Pan American Livestock Exposition served as a new welcome mat to invite visitors from Mexico, Central and South America to "come to the Fair."

And come to the Fair they did.

Not only the top names in the Pan American cattle industry. But a corps of "official ambassadors — junior style" as well.

Thirty-five outstanding young boys — appointed by the presidents of seven South American countries — took their turn at the Fair . . . after being greeted with a Texas-size welcome and a barbecue given by the Chamber of Commerce.

Visits to Dallas by foreigners are by no means limited to the Fair. For business and for pleasure, from Sweden, Japan, Turkey, France, Iran . . . they come.

. . . and whether a Chamber staff member is able to greet them in their native tongue or not, they learn in a hurry that they are always welcome in Dallas.

Washington Kept Busy On Water and Aviation

DALLAS' listening post, service agency and spokesman in the nation's capital is the Washington office of the Chamber.

The impact of a change in national administration, "the intensity of Dallas' interest in aviation matters and in legislation; and the growing volume of services which the Washington office is called upon to perform for Chamber members, made 1953 one of its busiest and most productive years.

The Washington office was established in 1941. For 12 years, the Dallas Chamber has been the only one in Texas, and one of the few in the United States to maintain a Washington office. As a result, the Dallas Chamber's representative in the capital frequently coordinates matters for all of Texas — and even for the Southwest — in Washington.

★

THE high-priced airlines' attorney leaned over and spoke to his associates:

"No use trying to cross-examine and get him mixed up. He's the Washington representative of the Dallas Chamber, and he's used to this kind of thing — not like the usual community witnesses we can get all tangled up."

The Chamber's Washington representative spent many an hour on various witness stands in the capital — testifying for Dallas at hearings before regulatory agen-

cies, speaking for Dallas at various Congressional hearings.

Major 1953 services of the Washington representative included the continuing efforts on the comprehensive Trinity River program; the appropriations hearings on the Dallas floodway project and the Garza-Little Elm Dam (Congress appropriated \$430,000 for the former, \$3,250,000 for the latter); and the presentation of Dallas' case at a number of air route hearings before the Civil Aeronautics Board.

★

TEXAS' long fight to prove its title to the tidelands ended in victory early in 1953. Leaders in the tidelands battle recognized and acknowledged the major contribution which the Dallas Chamber made toward the victory.

When Congress passed, and President Eisenhower signed, the bill confirming ownership by the states of the submerged lands within their historic boundaries, Dallasites, Texans and citizens of other coastal states benefited from the countless hours of leadership and work which the Chamber had contributed to the campaign.

As the only Texas Chamber with full-time representation in the capital, Dallas' Washington office for years had been a focal point for strategy planning and coordination of efforts on tidelands legislation.

IN WASHINGTON, Dale Miller, right, keeps the Dallas angle in the minds of the nation's leaders. Here he chats with President Eisenhower at an informal function.



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Chamber Directors Elect 80 Firms as New Members

NEARLY 80 Dallas business and professional firms joined the Dallas Chamber of Commerce this month. Signed up by the membership committee of the Chamber, they were elected into membership by the Board of Directors.

The names of the new members, their address and Chamber representative follow:

Lee Optical Company, 1135 Dragon; Ellis Carp, O.D., owner.

Dal-Tex Optical Company, 1400 Dragon; Irving Greenberg, partner.

Wilder Fence Company, 2130 Inwood; Howard T. Wilder, owner.

Bonney, Paxton and Wade, attorneys, 1133 Fidelity Union Life Building; Herbert S. Bonney, Jr., Hearst Paxton, Mart M. Wade.

Douglas and Michael Day Nursery, 924 Wayne; W. C. Fischer, owner.

Highland Motel, 6815 Harry Hines; Burl Gibson, owner.

Winston Iron Craft Studios, 1306 McKinney; I. H. Winston, owner.

Todd Shipp Service Station, 2150 South Llewellyn; Todd Shipp, owner.

Ira Corn, Jr., management counsel, 5222 Wenonah.

Parkway Motor Hotel, 4245 North Central Expressway; C. A. Davis, manager, Marshall Matson, partner.

H. M. Cree Company, 1326 Mercantile Bank Building; H. M. Cree, owner.

Dr. Charles M. Wilson, 632 Medical Arts Building.

Ed H. Steger, County Clerk, Hall of Records.

Henry H. Bomar Insurance Agency, 5738 North Central Expressway; Henry H. Bomar.

Ben F. Gentle, County Tax Officer, Records Building.

W. C. Yancey Company, 8421 Westchester.

Freeman's Gulf Service, 8424 Preston; T. S. Freeman, owner.

Seismograph Service Corporation, 431 Fidelity Union Life Building; J. B. Rogers, division manager.

Air Terminal Barber Shop, 6121 Martel; Mrs. Tom Blankenship, owner.

Trinity Valley Lumber Company, 6920 Second; P. K. Carmichael, president.

Peyton G. Cooper, architect, 2620 Cedar Springs.

Liberty Film Lines, Inc., 2024 Jackson; William E. Adair.

Deam-Mahaney Shoes, Inc., 6037 Walnut Hill Lane; E. F. Mahaney, president.

Watson-Herring Insurance Agency, 1531 Fidelity Union Life Building; William C. Herring and Howell Watson, partners.

Nikita Talin School of Ballet, 2710 Routh; Nikita Talin, owner.

Winter Dobson Company, 5010 Greenville; Harry L. Logan, general manager.

H. C. Bullard, contractor, 1026 South Beacon.

Plaza Tot N' Teen Shop, 6709 Snider Plaza; Mrs. Olive Cox.

Security Standard Life Insurance Company, 2817 Maple; H. Raymond Strong, president, Mrs. LaVerne D. Fields.

Ace Venetian Blind Company, 5000 Greenville; Milton H. Goodrich, Jr., owner.

Foster Cleaners, 5407 Lovers Lane; Otis B. Foster, owner.

Kliff Motor Truck Company, 1526 Fort Worth Avenue; John J. Gebauer, president.

Mid-Texas Trust and Insurance Securities Corporation, 218 Empire Bank Building; E. L. Markham, president.

Oakite Products, Kirby Building; T. C. Zimmerman, division manager.

Inwood Drug, 7715 Inwood Road; Y. L. Cramblet, owner.

Dallas Chemical Company, 2212 Summer; George C. Smith, partner.

Texas Disposer Company, 6612 Snider Plaza; Dale Smith, owner.

Buford Cox and Company, 6120 Kenwood; Buford Cox, owner.

Fred A. Glenn, manager of Universal Rundle Corporation, 173 Leslie.

James Tool Company, 5302 Harry Hines; R. A. James, president.

Ross Bohannon, attorney, Fidelity Union Life Building.

Penn Metal Company, Inc., 1511 Bryan; A. A. Goodson, Jr., representative.

Dr. T. Wiley Hodges, 2615 Welborn.

Mueller Brass Company, 111 Cole; C. E. Grant, division manager.

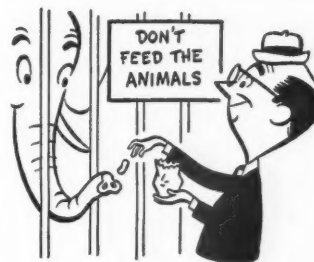
Anheuser-Busch, Inc., Post Office Box 5364; J. D. Huddleston, branch manager.

Marshall and Stevens of Texas, Inc., 505 North Ervay; M. R. Olson, general manager.

Dunn Brothers, Inc., 801 Mercantile Securities Building; Ernest C. Dunn, presi-

(Continued on Page 47)

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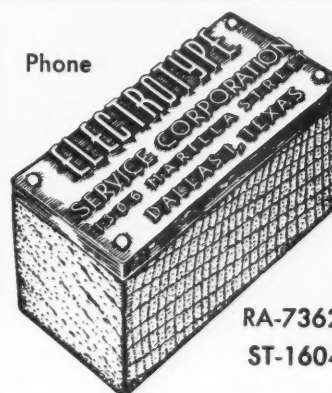
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Engineering Firm To Map West Dallas Improvements

The Dallas City Council has approved a \$72,000 contract with consulting engineers to determine the size and location of storm sewers and street grades needed in West Dallas.

The firm of Forrest and Cotton was hired to make the study of the area annexed 10 months ago.

Under terms of the agreement the engineers will determine the location, size and grades of about 185,000 lineal feet of sanitary sewers believed needed in the area west of the Trinity River.

An overall plan for about 51,000 lineal feet of trunk lines and 43,000 feet of lateral lines will be mapped by the firm which will also establish a street grading system involving an estimated 214,000 lineal feet of streets.

The study will cover the area of West Dallas which lies east of Hampton. Other boundaries are the West Levee, Olmsted, Stafford, West Commerce, Beckley and the Texas and Pacific Railroad.

A network of water lines eventually to be laid in the area was not included in the contract with Forrest and Cotton.

LARRY W. CARR has been appointed representative of Martex Towel Division with headquarters in Dallas and a territory including Texas, Oklahoma, Louisiana and Western Arkansas.

The new Southwestern regional vice president of the National Paint, Varnish and Lacquer Association is RICHARD W. BLAIR, JR., president of Jones-Blair Paint Company in Dallas.

Joining the Katz Agency, national advertisers, as a representative of the newspaper sales staff in Dallas is JIM ALLEY.



Named Division Manager

Charles W. Simpson has been promoted southwestern division manager of Detroit-Michigan Stove Company with offices in Dallas. Mr. Simpson has been with the firm since 1949 and prior to his promotion was district manager of northern Texas and New Mexico.

The president of Republic National Life Insurance Company, THEO P. BEASLEY, has been named to the executive committee of the Insurance Economics Society.

The Big D Toastmaster Club, named for the second consecutive year as one of the top 10 such clubs in the country, has installed DON IGLEHART as its president.

W. SCOTT KLEIN, JR., supervisor of accounting for Great National Life Insurance Company, has been named assistant treasurer and controller of the company.

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Heads Test Committee

Dr. William F. Mengert, chairman and professor of the department of obstetrics and gynecology at Southwestern Medical School and Parkland Hospital, has been named chairman of the Obstetrics and Gynecology Test Committee of the National Board of Medical Examiners.

★

The owner and dean of the Marinello Beauty College in Dallas, WILLIAM W. FLATT, has been chosen chairman of the national convention of the All American Beauty Culture Schools Association at Miami Beach, Florida.

★

The International Fidelity Insurance Company has appointed NEAL LYONS general agent for the Dallas agency. Mr. Lyons is a director of the local Air Force Association and a member of the Citizens Traffic Commission.

New Dallas Firm Formed As Non-Metallics Agency

A new firm has been organized in Dallas to serve as a sales agency for several non-metallic mining and milling operations within the freight range of the Dallas area.

The agency, Southwest Industrial Materials Company, 1615 Lansford, will supply industries in this area certain materials such as pumice, pumicite and tripoli.

Arrangements to supply other minerals such as talc, bentonite, perlite and vermiculite are being worked out also, the company announced.

The company listed as possible industrial users the makers of abrasives, calcimine, paint, rubber, putty, paper, oilcloth, linoleum, asphalt tile, asphalt products, dolls, tooth paste, soap, explosives, insulation, wallboard, phonograph records, animal mineral foods, acoustic plaster, wallpaper.

Ceramics, polishes, tile, dry cleaning materials, glass, glass cleaners, refractories, oil well drilling mud, concrete aggregate and fillers for a wide range of other products.

★

A Dallas oilman, J. L. LATIMER, has been named head of an advisory committee to guide the staff of the Texas Research League in its survey of the Board for State Hospital and Special Schools.

★

A former Air Force lieutenant, GEORGE F. BREIDENBACH, JR., is now associated with Hepworth Advertising Company as a new account executive.



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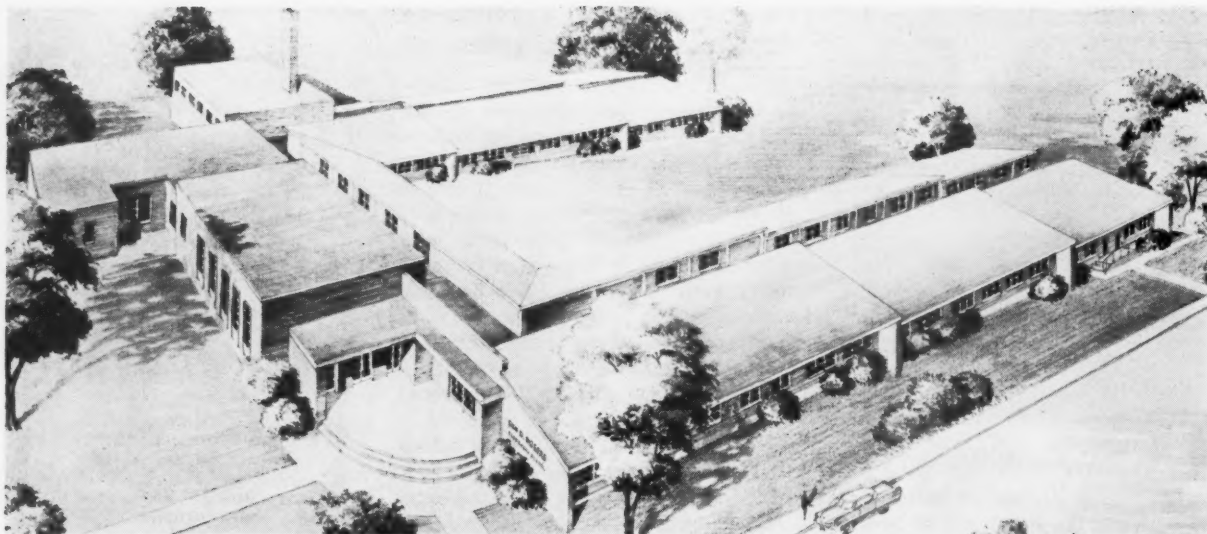
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Dan D. Rogers School Started on Lovers Lane

The first complete Dallas public school to be built under the \$24,830,000 bond issue of 1952, the Dan D. Rogers Elementary School, is now under construction at Lovers Lane and Abrams Road. Architects for the 1000-pupil school are Thomas, Jameson and Merrill. Connell Construction Company is general contractor; Burden Air Conditioning is mechanical contractor, and Southern States Electrical Company, electrical

contractor of the \$592,000 school. The school will be a one-story brick masonry building with a double-loaded corridor (rooms opening on both sides). Other Dallas elementary schools under construction are the La Reunion in West Dallas (1,000-pupil capacity), the Gabe P. Allen and the George Washington Carver School, which is planned to be the largest public elementary school in Dallas.

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Dallas Ford Division Has Doubled Production

The Ford Division's Dallas assembly plant has doubled its production since 1,200 persons were hired last April when the plant started operating two eight-hour shifts a day.

The plant is now turning out 560 Ford cars and trucks a day, Plant Manager C. F. Jessee announced. The April hiring brought the total employment at the plant at 5200 East Grand to 2,700 persons.

The annual payroll at Ford amounts to about \$14,400,000 and local purchases of Dallas-built Fords exceeds \$2,000,000 a year, Mr. Jessee said.

About 600 dealerships through the South and West receive Ford cars and trucks bearing the legend "Built in Texas by Texans."

Since the plant started operations in 1913 some 1,276,390 cars and trucks have been produced at the Grand Avenue plant. Supplies come mainly from the huge Rouge River Ford plant in Dearborn, Michigan, but large quantities come in from several other Ford manufacturing plants and approximately 6,000 independent subcontractors and suppliers.

The management conducts daily tours through the plant's 638,200 square feet of floor space occupying 30.71 acres of land. Through September of this year more than 5,000 persons toured the plant.

Late in 1952 the plant completed a two-story addition which greatly increased employe facilities and doubled production space. More than 14 acres of the plant are now under one roof.



Texlite Promotes Two Officials

E. F. Dumond, left, was promoted to vice president and general manager and J. E. Bourland was advanced to vice president and assistant to the president of Texlite, Inc., of Dallas. Mr. Bourland was formerly vice president and general sales manager. Mr. Dumond was vice president in charge of engineering.

New Rubber Goods Firm. Boston Woven Hose and Rubber Company has opened a South Central Sales Division and new warehouse at 114 Express. The division will serve major Southwest points with such products as conveyor belts, V-belts and various types of tubing and hose. William H. Merriman is manager of the division and Wiley T. Swearngen is in charge of the office and warehouse.

Bruce Occupies Building. A new building at 2110 Farrington Street in the Trinity Industrial District has been occupied by the Bruce Building & Supply Company. The building, with air-conditioned offices, has rail trackage and truck docks, 7,000 square feet of space and masonry construction. The firm, whose president is Bruce Sherman, formerly occupied quarters at 3313 Knox Street.



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PRINCIPAL SPEAKER was Senator William F. Knowland of California, flanked here by Ben H. Wooten and Tom A. Harris.



MEMBERS AND GUESTS packed the Grand Ballroom of the Adolphus Hotel to hear Senator Knowland speak at the Dallas Manufacturers and Wholesalers Association's annual meeting. Directors were seated at the two head tables.

Manufacturers Hear Senate Leader

SENATOR William F. Knowland of California told members of the Dallas Manufacturers and Wholesalers Association at their annual meeting that he believes many of the functions now operated by the federal government should be returned to the states.

"There will be legislation at the next session of Congress which will encourage return of many functions, now operated by the federal government, back to the states, but it will be difficult to assume some of these burdens unless tax sources also are released to the states," Senator Knowland said.

The leader of the United States Senate

also talked on the Harry Dexter White case, a non-aggression pact with Russia, agriculture, labor and national defense in his speech to the association, a division of the Dallas Chamber of Commerce.

Ten new directors were named at the meeting. Five are new directors, five were named to replace outgoing members and five represent an increase in the number of board members voted this year.

The new directors are E. G. Inglish, C. A. Tatum, J. W. Austin, William H. Philp, D. Tomlin, Robert M. Olmsted, L. B. Jones, Leland Dupree, Richard W. Blair, Jr., and Jack Wilkinson.

Senator Knowland said he would be

against a non-aggression pact with Russia "unless Soviet forces are withdrawn from the satellite states of Eastern Europe."

He said that congressional leaders are developing principles and ideas to work on in connection with tax revenue to replace the excess profits tax and a 10 per cent reduction in personal income taxes due January 1.

The California Republican pointed out that legislation to the benefit of agriculture will have priority attention in Congress. "This legislation will be fair to the farmer, the consumer and the American taxpayer," he said.

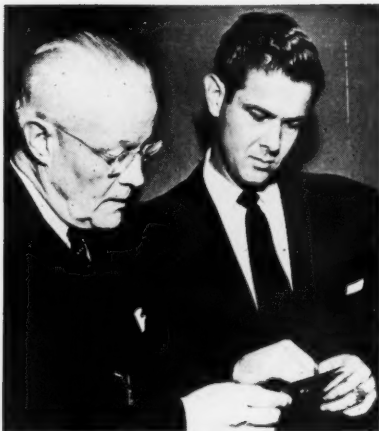
"I do not believe that Congress will

NEW DIRECTORS Jack Wilkinson, C. A. Tatum, Robert M. Olmsted and L. B. Jones talk together.



THREE OF THE directors named at the meeting were W. H. Philp, D. Tomlin and Richard W. Blair, Jr.





EXECUTIVE SECRETARY M. E. (Mark) Hannon checked radio arrangements with Larry Rasco of KRLD-CBS.

favorably consider legislation that would either repeal the Taft-Hartley Act or emasculate it. The American people have a right to expect that with power must go responsibility," the Senator mentioned concerning the labor problems.

He said that America cannot depend on a Maginot Line type of defense against potential aggression from the air.

"For us to be without overwhelming striking power and to sit merely behind radar warning networks and instruments of defense, however good, will present us with the problem of never knowing when and where international Communism will strike next.

"International Communism," he said, "has suffered its greatest loss of face in the refusal of more than 20,000 Chinese and North Korean prisoners of war to return to Communist control," Senator Knowland told the 500 members and guests attending the meeting.

Tom A. Harris, president of the manufacturers and wholesalers organization, presided at the banquet and Chamber of Commerce President Ben H. Wooten introduced the speaker.

DIRECTORS Leland Dupree, E. C. Inglish and J. W. Austin look over a menu.



BRUCE BARTON: "More men...talked themselves upwards...than all the scientists, writers, saints and doers combined. Talkers have ruled. They will continue to rule. The smart thing is to join them."



GLENN A. FOY, JR.

On more than one occasion I left the city to avoid speaking before a group. Finally I became disgusted with my fear and enrolled in the Master 15 Weeks Course in Effective Speaking and Human Relations of the Personal Efficiency Institute. I am now president of the L. V. Stockard Parent Teachers Association and Chairman of the Southwest District Circle 10 Council Boy Scouts of America and am enjoying it all.

(Signed) GLENN A. FOY, JR., Salesman, Lufkin Trailers
635 Fort Worth Ave., RA-2471, Dallas, Texas



CECIL G. MCGUIRE

As sales manager I have learned something of the value of a training in human relations and the ability to speak effectively. For years I have observed the advantage any salesman who makes many public addresses has over salesmen who shrink from public speaking. The Master 15 Weeks Course in Effective Speaking and Human Relations of the Personal Efficiency Institute is the best training I have ever known.

(Signed) CECIL G. MCGUIRE, District Sales Manager
Great American Reserve Insurance Co.
2020 Live Oak, PR-0361, Dallas, Texas



GARTH D. LANDES

We are constantly dealing with human beings and serving human needs. Good human relations and the ability to effectively communicate our ideas to our fellow workmen and our clients are of paramount importance. I have never found any training equal to the Master 15 Weeks Course in Effective Speaking and Human Relations of the Personal Efficiency Institute which I and many of our key employees have taken.

(Signed) GARTH D. LANDES, Dallas Terminal Manager
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New T.S.A. Officer

Grayson Gill, Dallas architect and former architecture professor at Texas A. and M. College, has been elected first vice president of the Texas Society of Architects. Mr. Gill, a graduate of the University of Michigan, has designed many buildings in Dallas and other Texas cities since coming here in 1921.



Heads Builders

W. Hal McGraw is the new president of the Home Builders Association of Dallas, whose new slate of officers and directors will take office for the 1954 term on January 1. Other new officers elected at the association's recent membership meeting were James W. Bailey, first vice president; Harold F. Smith, second vice president; Joe F. Maberry, secretary, and W. H. Roberts, treasurer.

★

A manufacturing tract has been purchased on Wyche Boulevard by MYER FRAUMAN, owner of Frauman Electric, for future expansion of the company. Realtor T. G. (TY) HALL handled negotiations of the purchase.

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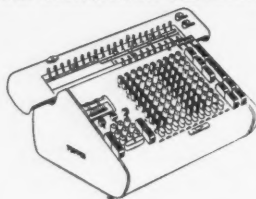
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Elected Director

Thomas S. Walker, executive vice president and director of the Dallas Federal Savings and Loan Association, has been elected a director of the Federal Home Loan Bank of Little Rock. The latter bank, serving the Southwest, is one of 11 home loan banks in the nation—corresponding to the Federal Reserve banking system for commercial banks. Mr. Walker, with Dallas Federal for 31 years, is immediate past president of the Texas Savings and Loan League. He is a director of the league and also of the Southwestern Savings and Loan Conference.

★

Texas Employers Insurance Association and Employers Casualty Company, companion insurance firms, announced the promotions of TROY M. PRICE to sales director of the association and O. V. McDONALD to sales director of the casualty company.

★

Recently elected an assistant cashier in the Republic National Bank of Dallas was WILLIAM A. MORRIS, who formerly held the same title at the First National Bank in Albuquerque, New Mexico.

★

Owners of the Ponder Realty Company announced the appointment of J. FRANK WILLIAMS as sales manager. The realty firm specializes in sales of residential properties in the Park Cities and Preston Hollow areas.

★

DAN G. REYNOLDS, managing director of the Dallas Crime Commission, has been elected vice president of the National Association of Citizens Crime Commissions.

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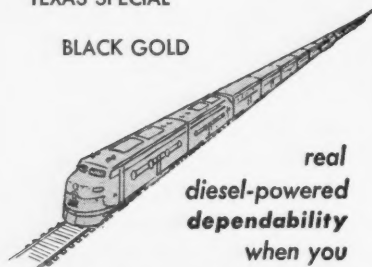
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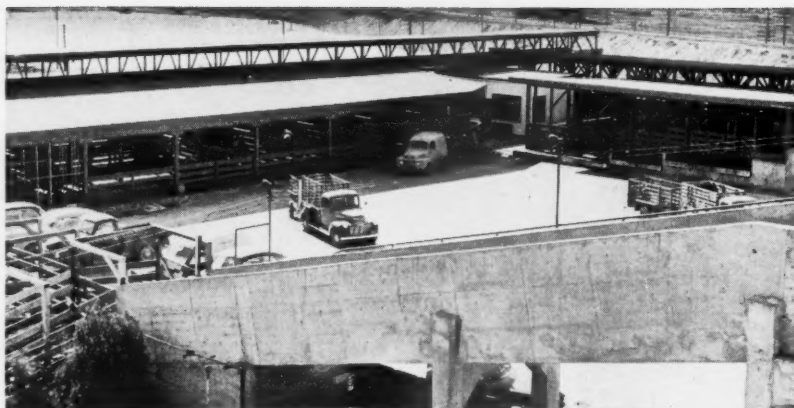
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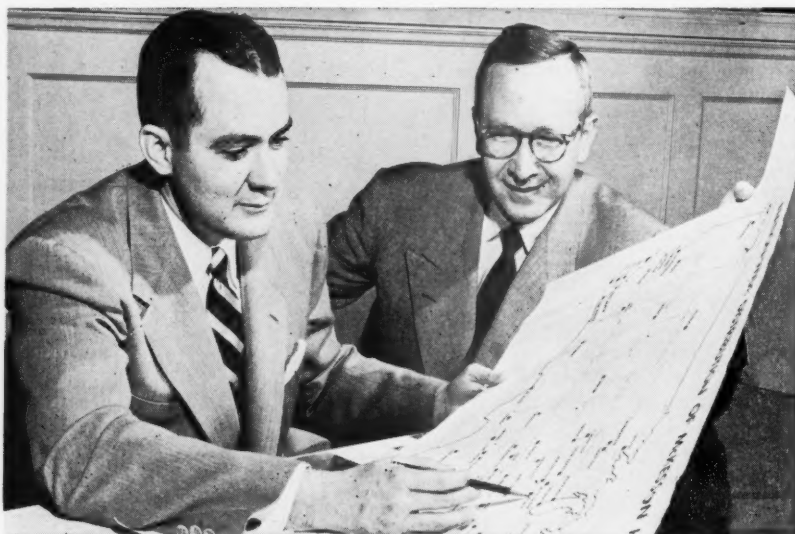
207-B
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Neuhoff Completes Livestock Pens

Neuhoff Brothers Packers have completed a \$100,000 livestock pen expansion move which enables the company to handle 6,000 hogs or 1,700 head of cattle in Dallas. The 35,000-square-foot addition is roofed and has floors of concrete. Company officials said the new pens permit them to provide a ready cash market in Dallas for cattlemen.



Promoted by McKesson and Robbins

H. H. Henley, Jr., left, and Joseph Dixon, Dallas executives of McKesson and Robbins, Inc., have been promoted to Dallas district vice presidents. Charles R. Beall was promoted to district sales manager at Dallas. Mr. Henley will be in charge of wholesale drug operations in the Southwest with administrative supervision over six Texas cities, Fort Smith, Arkansas; Oklahoma City and Tulsa, Oklahoma, and Wichita, Kansas. Mr. Dixon will supervise wholesale liquor operations in the Southwest.

"Plebe" Better Expectations. The 225-horsepower primary trainer "Plebe," undergoing navy tests at Pensacola, Florida, has bettered the expected high speed and cruising speed by seven miles an hour, Temco Aircraft Corporation announced. In competition with other trainers for Navy selection as a light primary trainer, the "Plebe" performed at a high speed of 192 miles-an-hour and maintained a 178 miles-an-hour cruising speed.

Postal Sub-Station Opens. Occupants and neighboring firms of the Merchandise Mart Building, Young and Ervay, are now utilizing a new postoffice contract station in the first floor of the building. Claude R. Swiger, building manager, holds a station contract through June 30, 1955. Assistant Postmaster William Hudson said the station was provided because of the great amount of mail originating in the building and vicinity.



Named Purchasing Director

John M. Morris of Dallas has been named director of purchasing for Lone Star Steel Company. With Lone Star since 1949, Mr. Morris has served in the procurement division since the company began its \$90,000,000 steel expansion program two years ago. Mr. Morris is a graduate of the University of Texas.



Independents' Official

BenJack Cage of Dallas, president of the Insurance Company of Texas, has been re-elected vice president of the National Association of Independent Insurers. Mr. Cage is also president of the Texas-Oklahoma chapter of the Young Presidents' Organization in which members must qualify by being president of a business with a \$1,000,000 annual volume or have 100 employees before their thirty-ninth birthday.

★

FRED M. LANGE, vice president and executive director of the Community Chest in Dallas, has been appointed to the advisory council of Taylor University, Upland, Indiana.

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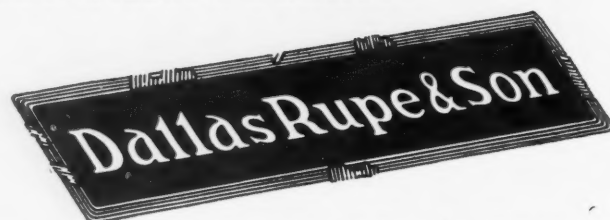
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League President

Dan Valentine has been installed president of the Cerebral Palsy League of the Dallas Society for Crippled Children. Other new officers are Aaron L. Colvin, first vice president; Mrs. H. S. Taylor, second vice president; Mrs. Anthony Ventura, third vice president; Mrs. D. F. Sellers, recording secretary; Mrs. Dick Franklin, corresponding secretary, and J. P. McEldowney, treasurer.



Texaco Sales Manager

H. D. Fowlkes has been promoted to manager of the Dallas sales division of The Texas Company. Mr. Fowlkes has been assistant manager of the division since 1945. He joined the company in 1920 as a cashier-clerk at the Greenville Bulk Station. Mr. Fowlkes served as representative at Amarillo, Greenville, and Wichita Falls until 1940 when he returned to Dallas as superintendent of sales promotion in the Dallas division.

★

J. F. MULKEY has joined the local office of the Underwood Corporation as a supply sales representative.



Heads Armour Sales

K. A. Weilbaecher, a veteran of five years with Armour and Company, has been appointed Dallas area sales manager. Mr. Weilbaecher comes to Dallas from New Orleans, where he was canned food sales manager.



Executive Assistant

Luther S. Smith, retired Air Force general and Kerr County rancher, has joined Temco Aircraft Corporation as special assistant to the president. Mr. Smith will assist in the development of new military training aircraft. He graduated from West Point in 1924 and remained, until his retirement, in the training field of the Air Corps. The former brigadier general served during World War II as director of the Army Air Force's individual training and later supervised air force ground training in 14 Latin American countries for a year.

*

A law graduate of Southern Methodist University, JACK W. WILLIS, has joined the Dallas office of Stromberg-Carlson Company.




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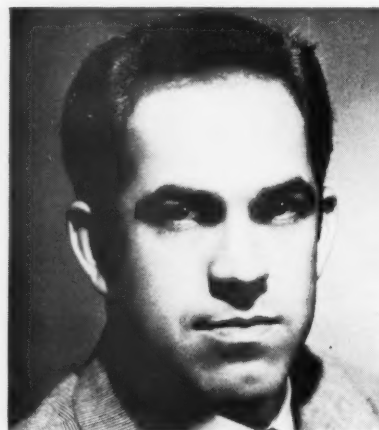
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L.B.I. Representative

Ray Stamps, district manager and public relations representative for Dallas-based Braniff Airlines for the past eight years, has been named regional representative for Licensed Beverages Industries, Inc., a nation-wide public relations organization for the alcoholic beverage industries. With headquarters in Dallas, Mr. Stamps will represent L.B.I. in Texas, Louisiana, New Mexico, Arizona and Nevada.



Edits Insurance Magazine

Harvie H. Chapman has joined the public relations department of Texas Employers Insurance Association-Employers Casualty Company as publications editor. Mr. Chapman will edit the firm's employee magazine, *Brickbats and Bouquets*, and coordinate advertising, publicity, publications and general public relations activities of the companion firms. Formerly associate editor of Lone Star Gas Company's employee magazine, he is treasurer of the Dallas chapter of the Society of Associated Industrial Editors and a member of the Dallas Jaycees.

New Directors

(Continued from Page 12)

Republic National Bank of Dallas, the Dallas Symphony Society and the Dallas Council on World Affairs.

He is president of the Dallas Art Association, a member of the Dallas Historical Society, the Dallas Print Society, the National Citizens Commission for the Public Schools, the Dallas area Labor-Management Committee for Defense Manpower and the American Retail Federation.

Mr. Gladney is general manager of Sun Oil Company's Southwest Production Division. He served on the first voluntary proration committee in East Texas and is a director of the East Texas Salt Water Disposal Company which he helped establish.

He is an assistant secretary of Sun Oil, a past director of the Dallas Community Chest and the American Red Cross in Dallas, chairman of the Petroleum Affairs Committee of the Dallas Chamber of Commerce, and a member of the board of Halliburton Oil Well Cementing Company.

Mr. Overton is chairman of the board of Texas Bank and Trust Company, national chairman of the 1954 American Red Cross Membership and Fund Drive, and a member of the board of the National Industrial Conference Board. He is president of the Downtown Investment Company, the Overton Real Estate Company and the Downtown Improvement and Property Owners Association.

Vice president of Con-Tex Oil Company and Southern Title and Abstract Company, Mr. Overton is also a member of the Dallas Citizens Council, the Dallas Clearing House Association, the Dallas Chamber of Commerce Aviation Committee, the regional advisory committee of the National Association of Manufacturers and the Dallas and Texas Historical Societies.

Mr. Stemmons is president of Industrial Properties Corporation, owners and developers of the Trinity Industrial District.

He is a member of the Dallas Real Estate Board, of which he is past president and member of the board of directors. He is a director and vice president of the Texas Real Estate Association, a director of the National Association of Real Estate Boards and a member of the executive committee of the Society of Industrial Realtors.

He is also a director in the Downtown Property Owners Association and the Trinity Improvement Association.



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Museum To Benefit

The Dallas Health Museum at Fair Park will reap the profits from a charity ball to be held January 16 at the Baker Hotel Crystal Ballroom. The ball will be sponsored by the Aesculapian Club of Dallas, made up of physicians, dentists and their wives. Above, Mrs. J. R. Maxfield, Jr., president of the sponsoring group, Dr. Jack Kerr, president of the Dallas County Medical Society, Turner B. Baxter, museum president, and R. R. Gilbert look over some museum exhibits.

★

Appliance Firm Moves. J and M Appliance Company, distributor of evaporative coolers and air-moving equipment, has moved to new quarters at 2035-37 Farington Street in the Trinity Industrial District. The company will now be housed in an 8,250-square-foot warehouse with 800 square feet of air-conditioned space, Bob Firnburg, manager, announced. The building was constructed by Paul Lewis to J and M's specifications and sold to Dave Robins and Richard Erlanger, then leased to J and M. Pete Hawk of Henry S. Miller Company, realtors, handled the transactions.

★

Prudential Names Agency. A newly-formed life insurance agency, Stewart-Whaley and Associates, has been appointed general agent for the Dallas district of the Texas Prudential Insurance Company. Texas Prudential President S. E. Kempner announced the appointment of the agency headed by two Dallas men with 20 years each in the insurance field. C. N. Stewart has been manager of the Dallas branch office for Texas Prudential for eight years. His associate, W. P. (Pete) Whaley, is vice president of the Dallas Association of Life Underwriters.

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Elected President

Elmer Adams has been elected president of the American Home Mutual Life Insurance Company with offices in the Interurban Building. Mr. Adams was examiner for the Insurance Department of Texas prior to his election. The firm operates as an old line legal reserve company and writes hospitalization and life insurance.

★

The new territorial manager for C. H. Masland and Sons, rug and carpet makers, is JOHN HEIN, who will be headquartered at the firm's West Central division office in Dallas.



JAS. K. WILSON invites you to meet Danny Lynch of their fourth floor Young Men's Shop. Danny, formerly a professional baseball player, has been recently appointed assistant manager of the Young Men's Shop and his experience selling young men's clothing during the in-between seasons of baseball qualifies him to serve you correctly.

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Community Chest Names New Officers

Talking over plans for next year's Dallas County Community Chest program are newly elected officials William S. Henson, executive committee chairman; R. W. Baxter, treasurer; Mrs. George H. McNally, vice president; Albert Susman, vice president; Fred M. Lange, vice president and executive director, and the new president, Dick Price. Not pictured is new Vice President G. C. Morton.

Republic National Life Passes \$500 Million Mark

Republic National Life Insurance Company has passed the \$500,000,000 mark in insurance in force on the lives of its policyowners, President Theo. P. Beasley has announced.

The half-billion mark was reached before the firm celebrated the twenty-fifth anniversary of its organization on November 24.

Republic is the only Dallas life insurance company to reach the \$500,000,000 mark of insurance in force in only 25 years, according to Mr. Beasley. It now ranks as Dallas' third largest and Texas' fifth largest company in insurance in force.

Republic has 32 branch offices located in 26 states.

The company resulted from the 1937 merger of Republic Life in Dallas and Public National Life of Arkansas. At the time of merging the company had only \$10,000,000 of insurance in force.

Since then the firm has increased its assets from \$900,000 to approximately \$65,000,000.

★
WILLIAM H. BENNERS, III, has joined the firm of Leachman, Matthews and Gardere, attorneys at law. Mr. Benners is a graduate of Harvard University and the University of Texas law school.

★
The board of directors of the Austin Shoe Stores have announced the promotions of J. R. REDDEN to vice president, E. V. FULKERSON, to secretary and A. M. VRLA to treasurer.

S.M.U. Adopts Tougher Entrance Requirements

The board of trustees of Southern Methodist University has approved new entrance requirements for its college of Arts and Sciences in the fall of 1956.

A freshman entering S.M.U. in 1956 will need four years of high school English, three years of mathematics, two years of a single foreign language—preferably Latin, two years of history and one of biology, chemistry or physics, the board decided.

President Umphrey Lee told the board that unless S.M.U. offers unique advantages it can not meet the competition of the growing number of junior colleges and tax-supported schools.

"A privately supported college must carefully keep in mind the usual rule that people do not pay more for the same article simply because the dispenser of that article happens to belong to their lodge," Dr. Lee said.

The changes were a result of a year's study financed by the Ford Foundation.

The study came up with statistics on pre-college training, individual grades, salaries of graduates and the types of civic responsibilities S.M.U. graduates assume on leaving the university.

The present requirements of 15 high school credits will remain the same. The difference will lie in the distribution of required subjects.

★
The Southwest chapter of Chartered Property and Casualty Underwriters Association has elected PORTER ELLIS president.

New Members

(Continued from Page 29)

dent; Ellis C. Duna, vice president; Jewell Hatcher, Otto Bielefeldt, Lillian Mead.

Lester's University Radio and TV Service, 6313 Hillcrest; Frank Lester, owner.

Brewster Realty and Investment Company, 4353 Lovers Lane; Al Brewster, owner.

Walter Kidde and Company, Inc., 3012 Maple; Walter R. Elder and Gordon J. Schanck.

Manco Corporation, 2011 Mercantile Bank Building; John D. Manley, III.

Stacy Advertising Agency, 2113 North St. Paul; Mrs. Margaret W. Stacy, owner.

Mund Boiler and Engineering Company, 2909 San Jacinto; Ralph Plumlee, owner.

A. L. Mueller Company, 5329 University Boulevard; Anthony L. Mueller, president.

Wm. Benson, architect, 5738 North Central Expressway.

A and M Karagheusian, Inc., 602 Doggett Building; W. M. McKinley, district manager.

McDowell and Son Food Market, 5611 Gurley; J. T. McDowell, owner.

Hunt's Gulf Service, 6929 Hillcrest; Jimmie Hunt, owner.

Erle Rawlins Real Estate Company, 6725 Snider Plaza; Erle Rawlins, Jr., owner.

Aluminum Lifetime Shingle Company of Texas, 6115 Denton Drive; D. Earl Allred, general manager.

G. Danz and Sons, 803 Interurban Building; Walter Danz, partner.

Dr. Joe G. Roach, 3701 Fairmount.

Dr. James B. Wilson, 4201 Lemmon.

Moore's Cafeteria, 1430 North Industrial; Eugene Moore, owner.

Stoller-Lachman, 222 Howell; Hy Stoller, partner.

Craft Hosiery Company, 4207-A Maple; R. R. Craft, owner.

Gallagher, Francis, Bean, Wilson and Berry, attorneys, 810 Gulf States Building.

Baker Checkwriter Company, 313 North Harwood; N. H. Baker, owner.

Lanpar Company, 2707 Taylor; O. (Bill) Parmeter, owner.

Greenland Hills Cleaners, 2724 Greenville; Luna Wimbish, owner.

Village Cadillac Company, 5416 Preston Road; W. D. DeSanders, president.

Freezit Corporation of America, 118 Cole; L. D. Veazey, president.

Hutchison, Shipp and Winikates, attorneys, 605 Fidelity Union Life Building; Charles Winikates, partner.

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A Life Insurance Trust Provides Cash for Prompt Handling of Estate Debts, Taxes and Expenses

It is a matter of record that few estates have cash on hand sufficient to take care of the taxes, debts and expenses which must be promptly paid. Too often it is necessary to liquidate, at a loss, some estate assets.

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There are many advantages in a life insurance trust you should know. Without obligating you in any way, one of our trust officers will be glad to inform you what a life insurance trust can do for your estate. If you wish, bring your life underwriter with you.

TRUST DEPARTMENT



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Heads New Dallas Bank

George I. Fetzer, former president of the First National Bank of Edna, Texas, has been elected president of the newly authorized Industrial National Bank of Dallas. Authorized in October by the Comptroller of Currency, the new bank will have a financial structure of \$300,000 capital, \$150,000 surplus and \$50,000 undivided profits. Other officers elected were C. W. Wise, vice president and cashier; R. B. Holland, Sr., chairman of the board, and Alvin Lane, chairman of the board's executive committee. Two new directors for the bank, which will open by April 1, are R. B. Holland, Jr., and John G. Balle.

★

The new business manager at Baylor Hospital is W. E. ARNOLD, formerly administrator at the City-County Hospital in McKinney.

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Re-Elected President

A. S. Johnson has been re-elected president of the Dallas Crime Commission. Other officers named were J. Ralph Wood, first vice president; Angus Wynne, Jr., second vice president, and W. R. McDowell, secretary-treasurer. Also 17 directors for one, two and three-year terms were named.

★

FRANK ROGERS, a graduate of Texas A&M College, has been named sales manager of Womack Machine Supply Company, 6409 Maple, manufacturers of air and hydraulic equipment.

★

Highland Furniture Company, 8201 Preston Road, has appointed MRS. MYRTLE IONE LONG to its decorating staff.

★

P. C. SPRUCE, JR., has been added as a field representative to the distributor sales organization of Libbey-Owens-Ford Glass Company Dallas regional office.

★

The former baseball coach at Adamson High School, W. W. (DOC) HENSLEE, has been appointed general agent for the United Western Life Insurance Company.

★

At Temco Aircraft Corporation's Dallas plant, EARL COCHRAN has been promoted to assistant superintendent in charge of night operations.

★

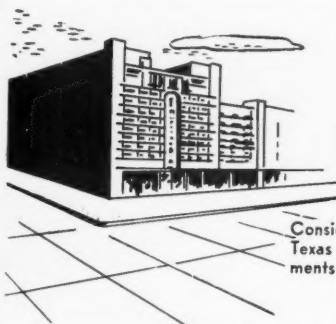
The new head of Aluminum Lifetime Shingle Company of Texas is D. EARL ALLRED. The company is state representative for Aluminum Lock Shingle Corporation of America.

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Dallas, Texas

Chamber Watches Pennies To Use Funds Elsewhere

EVEN with increased income from the Revaluation Campaign, the Chamber had to continue pinching pennies in 1953.

Expanded operations to meet new responsibilities and opportunities, plus the unforeseen costs of an intensive campaign to protect Love Field and secure adequate air transportation for Dallas, took big bites out of the increased subscriptions. Some planned phases of the Chamber's work had to be deferred because of heavy expenses in these fields.

In addition to handling the collection of and accounting for all membership dues and subscriptions, the revenues of the magazine DALLAS, and of the annual publication, KEY TO BUYING IN DALLAS, the Chamber also collects and handles several special funds for specific purposes. The largest of these was for the entertainment of 75,000 farm boys and girls who were guests of Dallas businessmen at the annual Rural Youth Day at the State Fair of Texas. The Chamber also handles fiscal affairs of the Cosmopolitan Hotel Company, the Chamber-created agency which brought the Statler Hotel to Dallas.

★

Dallas 'Key to Buying' Only Complete Directory

"KEY to Buying in Dallas," one of the Chamber's publications, is the only complete, classified directory of all the products made in Dallas or sold wholesale in Dallas.

The 1954 edition of the buyers' guide, now being readied for the printers, will list some 5,000 Dallas manufacturers and wholesalers. Under the classified listings, the guide will reflect thousands of different products manufactured in Dallas or distributed in Dallas.

"Key to Buying" is one of many tangible services the Chamber provides for the manufacturers and wholesalers of metropolitan Dallas.

★

Accounting Firms Merge. A national accounting firm and one founded in Dallas in 1908 have announced their merging. The Dallas firm, Prince, Harris, King and Company will take the name of the national firm, Arthur Young and Company. Offices will be in the Oil and Gas Building.

Facts Furnish Basis To Secure Industries

FACTS have to be the foundation for Dallas' industrial salesmanship. In its job of promoting and coordinating the industrial growth of Dallas, the Chamber has to be constantly developing and pointing up new sets of facts.

Among the major new fact sheets developed to serve present members, and help sell industrial prospects on coming to Dallas, were the following Chamber publications: "Comparison of Metropolitan Areas in the Southwest and Southwestern Regions of the United States," a study which shows that the combined metropolitan areas of Dallas and Fort Worth are the No. 1 concentration of employment, population, buying power and manufacturing industry; "Work Stoppages in Cities of the Dallas Southwest and Selected Cities of the U.S.," a study which emphasizes Dallas' good management-labor relations; "Metalworking Industries," an analysis of this area's leadership in these industries; "Selected Data on Financial Aspects of Unemployment Insurance by State," a study showing Texas' savings to employers in unemployment insurance costs.

★

Chamber's Market Group Competes For Publicity

WHEN you pick up *Vogue*, *Mademoiselle* or *Harper's Bazaar*, you aren't surprised to find an article about "Paris fashion."

Don't be surprised if you turn the page and find a similar article featuring "Dallas fashions."

It won't be by accident. It will be just another case of a group of Dallas fashion manufacturers and distributors getting their story before the nation.

The Chamber's market association specializing in women's and children's fashion apparel and accessories competes with every fashion market in the world for stories in the big-time publications.

Sponsoring "National Press Week" and appearing on the "Ladies of the Press Breakfast" pay off in top-flight stories throughout the nation, throughout the year.

★

Everts Enlarges Store. Everts' Jewelers has doubled the size of its Highland Park Shopping Village Store. The new space will be devoted to a bride's room and a contemporary room, President Myron Everts said.

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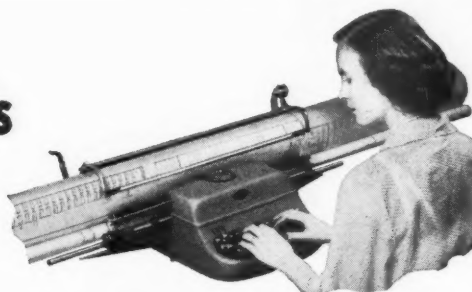


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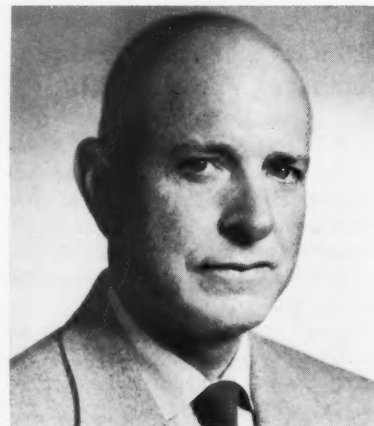
COCA-COLA BOTTLING CO.

DALLAS, TEXAS



Heads Farm Magazine

Eugene Butler, editor of the Texas edition of *Progressive Farmer* for 31 years, has been elected president of the magazine. Mr. Butler will remain in Dallas and continue to serve as editor of the Texas edition and vice chairman of the board of editors. He has served as senior vice president of the magazine since 1946. For his "agricultural leadership" this year, Mr. Butler received the Hoblitzelle \$5,000 distinguished service award.

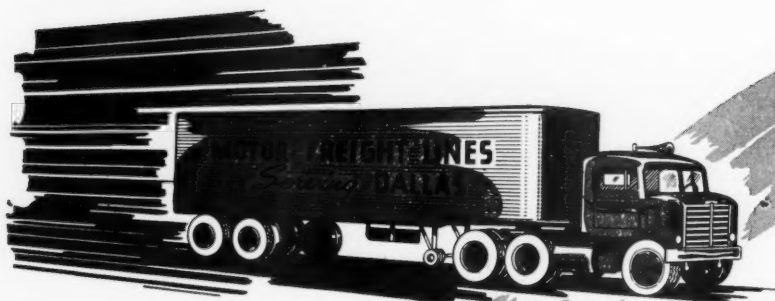


Best Motor Official

Cabell Cornish of Dallas has been named executive vice president and general manager of Best Motor Lines. Mr. Cornish formerly was vice president and general manager of Gillette Motor Transport Company, Inc., of Dallas. L. B. Brown, president of Best, also announced the appointment of James O. Toler as vice president in charge of operations.

★

The new manager of drilling and production operations for Oil and Gas Property Management, Inc., of Dallas is LEE J. THRONSON.



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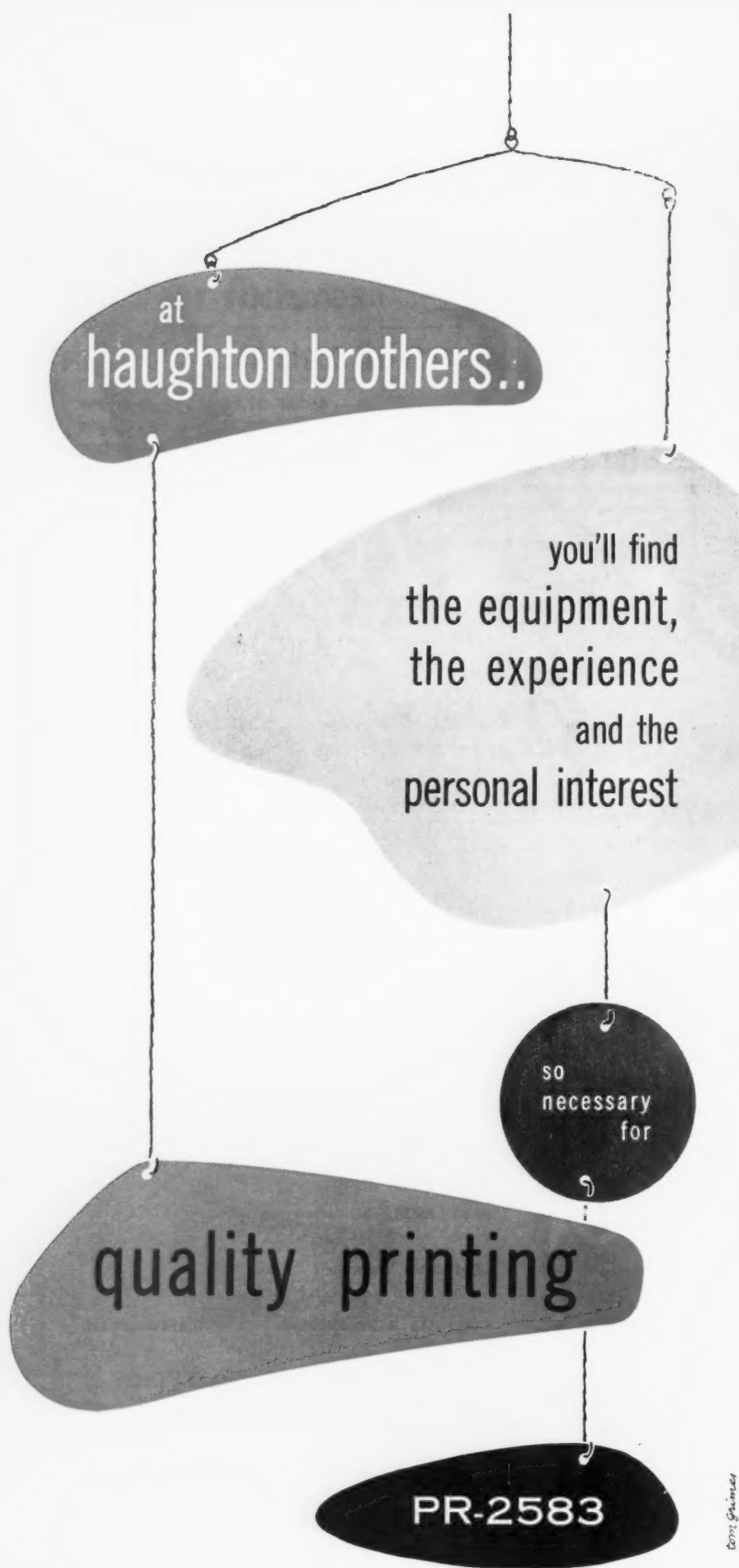
CENTRAL FREIGHT LINES INC.

COLLINS EQUIPMENT CO.—KENWORTH

GILLETTE MOTOR TRANSPORT, INC.

RED BALL MOTOR FREIGHT, INC.

STRICKLAND TRANSPORTATION CO., INC.



Appointed Sales Director

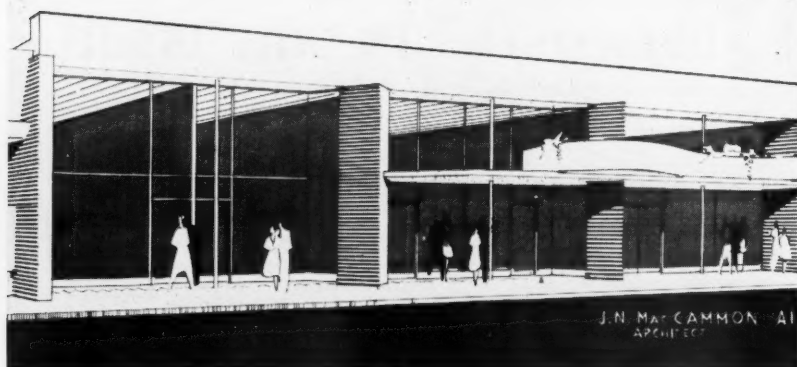
J. J. (Jim) Nelsen has been appointed regional sales director for all territory west of the Mississippi for Aircraft Supplies, Inc., of Nutley, New Jersey. Mr. Nelsen has more than 20 years experience in the aircraft industry, having been associated with two of the nation's largest manufacturers of commercial aircraft in the capacity of purchasing agent and engineer. He was one of the co-developers of pressurizing of aircraft for high altitude flying.



Hotel Chain Representative

Jack Mankey has been named sales representative with offices in Dallas for the Schine Hotel Chain. Mr. Mankey will visit Fort Worth, Houston, San Antonio and Oklahoma City from the Dallas office to acquaint business men, manufacturers and trade associations with facilities of the chain's hotels, which includes the Boca Raton at Boca Raton, Florida, the Los Angeles Ambassador and the Roney Plaza at Miami, Florida.

COPY SHIMMER



Inwood Village Gets Addition

Construction is under way on a new 100-foot-front addition to Caruth's Inwood Village and W. W. Caruth, Jr., owner and developer of the Village said the building would be ready for occupancy in January. Located on the Plaza side of the shopping center at Lovers Lane and Inwood Road, the new structure will conform to other architectural style in the Village and will offer two 30-foot store fronts and two 15-foot store fronts, with an overall total floor space, including mezzanine, of nearly 15,000 square feet. Leasing is under way by Caruth Corporation.

New A. and P. To Open In Casa View Hills

A new A. and P. supermarket will be opened to the public in the Casa View Hills Shopping Center about January 1, officials of the company have announced.

The store, with 15,000 square feet of floor space, will be completely air conditioned for winter and summer weather.

The shopping center, situated about four miles northeast of White Rock Lake at Gus Thomasson and Ferguson Roads, will also be served by a Wyatt Supermarket, a 7-Eleven Store, Humble Service Station and a Sinclair Service Station.

Other buildings in the planning stages for the center are a W. E. Moses department store and a Morris department store.

The rapidly growing area is already served by three elementary schools with a junior high school under construction and a high school site already purchased.

The new A. and P. markets will feature New Orleans architecture with antique brick and canopied sidewalks to conform to the style adopted for the entire shopping center.

Gas Company Wins Trophy. Servel, Inc., awarded a trophy to Southern Union Gas Company of Dallas at the American Gas Association convention recently. The trophy was won in a national sales campaign sponsored by the appliance manufacturing company. It was the fifth consecutive year that Southern Union took top honors in the three-month campaign.

Construction Begins On Courthouse Annex

Construction has begun on the new courthouse annex at Elm and Houston. A general contract was let for \$1,515,685.76 to build the eight-story annex. The contract included the electrical, mechanical and general construction of the structure.

County Commissioners set a fine of \$50 a day beyond the 16-month period set for completion of the annex. More than \$10,000 was trimmed from original bids of contractors on alternate provisions for work on the top floor of the building.

The decision means that only two of the three floors planned for jail facilities in the new building will be used initially.

Commissioners also voted to spend \$85,000 for remodeling the Criminal Courts building and sheriff's office.

The new annex will include three floors for jail space, the seven district courts, probate court, the district clerk's office and other county offices.

Shelby Leases New Home. Shelby Office Company has completed negotiations on a 10-year lease for a two-story building at 2026-28 Commerce to serve as a permanent home for the company. The building, right next door to the company's present quarters, affords the firm 9,000 square feet of floor space, or three times the space of Shelby's old quarters at 2024 Commerce.



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ADVERTISERS IN THIS ISSUE

ACME BUILDING MAINTENANCE COMPANY... 41	KOCH & FOWLER, CONSULTING ENGINEERS... 30
ADLETA SHOW CASE AND FIXTURE MANUFACTURING COMPANY... 51	LANDAUER AND SHAFER, CONSULTING ENGINEERS... 39
Agency—Tracy-Locke Company, Inc., Advertising	J. W. LINDSLEY & COMPANY, REALTORS... 58
AIRSCO... 36	LONE STAR GAS COMPANY... 24
Agency—Parker Willson Advertising, Fort Worth	MATTHEWS ENGINEERING COMPANY... 50
AMERICAN BEAUTY COVER COMPANY... 48	Agency—R. B. Moreland & Co., Advertising
AMERICAN GENERAL INVESTMENT CORPORATION... 32	McCLURE ELECTRIC COMPANY... 39
AMERICAN IRON & METALS, INC... 58	SAM ROSS McELREATH COMPANY... 47
Agency—Russ Jurgens Advertising	McMATH-AXILROD CORPORATION... 3
AMERICAN SAVINGS & LOAN ASSOCIATION... 52	Agency—Ray Beall Advertising
BEST MOTOR LINES... 53	MERCANTILE NATIONAL BANK IN DALLAS... 60
T. J. BETTES COMPANY... 42	Agency—Ratcliffe Advertising Agency
Agency—Wilkinson-Schizetz & Tips, Inc., Advertising, Houston	METROPOLITAN BUILDING & LOAN ASSOCIATION... 44
BRIGGS-WEAVER MACHINERY COMPANY... 40	Agency—Ira E. Delernett Advertising Agency
Agency—Taylor-Nortworthy, Inc., Advertising	WILLIAM A. MICKLE... 48
CASA LINDA CATERING SERVICE... 55	Agency—Russ Jurgens Advertising
CENTRAL FREIGHT LINES INC... 53	HENRY S. MILLER COMPANY... 30
CHEVRON TELEVISION TURNTABLES... 50	VANCE K. MILLER COMPANY... 47
CLASSIFIED PARKING SYSTEMS... 44	MISSOURI-KANSAS-TEXAS RAILROAD SYSTEM... 30 and 58
Agency—Jack Blake, Jr., Advertising	Agency—Winius-Brandon Company, St. Louis
CLOUD EMPLOYMENT SERVICE... 47	MURRAY INVESTMENT COMPANY... 39
COCA COLA BOTTLING COMPANY... 52	Agency—McMains & Melton, Inc., Advertising
COLLINS EQUIPMENT COMPANY-KENWORTH... 53	S. J. NADEL AND ASSOCIATES... 29
COMMISSARY SERVICE COMPANY... 49	NATIONAL CITY BANK... 41
RALPH C. COXHEAD CORPORATION... 51	Agency—Don L. Baxter, Inc., Advertising
Agency—United Advertising Agency, Newark, New Jersey	NATIONAL VAN LINES, INC... 55
WILLARD CROTTY... 52	Agency—R. B. Moreland & Co., Advertising
Agency—Ayres Compton Associates, Advertising	OLDHAM LUMBER COMPANY... 44
DALLAS AIR CONDITIONING COMPANY, INC... 41	ORKIN EXTERMINATING COMPANY... 31
Agency—James H. Susong, Advertising	Agency—Bearden-Thompson-Frankel Advertising Agency, Atlanta
DALLAS FEDERAL SAVINGS AND LOAN ASSOCIATION... 47	J. F. PARKER & SON... 55
DALLAS NATIONAL BANK... 48	PERSONAL EFFICIENCY INSTITUTE... 35
Agency—McMains & Melton, Inc., Advertising	PRESBYTERIAN BOOK STORE... 58
DALLAS PIONEERS... 4 and 57	RED BALL MOTOR FREIGHT, INC... 53
DALLAS POWER & LIGHT COMPANY... 15	REPUBLIC NATIONAL BANK OF DALLAS... 2
Agency—Taylor-Nortworthy, Inc., Advertising	Agency—Glenn Advertising, Inc.
DALLAS TRANSFER & TERMINAL WAREHOUSE COMPANY... 43	ROCK ISLAND LINES... 59
Agency—Marvin Winsett Advertising Agency	Agency—The Caples Company, Advertising, Chicago
DALLAS UNION SECURITIES COMPANY... 37	ROGERSNAP DALLAS BUSINESS FORMS... 43
Agency—Crook Advertising Agency	Agency—E. R. Henderson & Associates, Advertising
DICTAPHONE CORPORATION... 58	EDD ROUTT... 58
DORSEY COMPANY... 43	DALLAS RUPE & SON... 40
H. W. DUNHAM & ASSOCIATE... 44	Agency—Taylor-Nortworthy, Inc., Advertising
ELECTROTYPE SERVICE CORPORATION... 29	SOUTHERN TRUST & MORTGAGE COMPANY... 46
ETHERIDGE PRINTING COMPANY... 30	SOUTHLAND LIFE INSURANCE COMPANY... 37
EVANS EMPLOYMENT SERVICE... 38	Agency—Ira E. Delernett Advertising Agency
FIRST NATIONAL BANK IN DALLAS... 6	SOUTHWESTERN BLUE PRINT COMPANY... 48
Agency—Rogers and Smith Advertising Agency	SOUTHWESTERN LIFE INSURANCE COMPANY... 39
J. N. FISHER... 44	Agency—Crook Advertising Agency
FORREST AND COTTON, CONSULTING ENGINEERS... 47	SPARKMAN-BRAND, INC... 49
FRIDEN CALCULATORS... 36	STEWART OFFICE SUPPLY COMPANY... 45
FRISCO RAILWAY... 38	Agency—Grant Advertising, Inc.
Agency—Warner, Shulenburg, Todd & Associates, Inc., St. Louis	STRICKLAND TRANSPORTATION COMPANY, INC... 53
JACK GERING, C. L. U... 50	SYLVESTER'S DISPENSING OPTICIANS... 29
GILLETTE MOTOR TRANSPORT, INC... 53	TEXAS BITULITHIC COMPANY... 49
GREAT NATIONAL LIFE INSURANCE COMPANY... 46	Agency—R. J. Burke Advertising, Inc.
FELIX HARRIS & COMPANY... 31	TEXAS DELIVERY SERVICE... 33
Agency—James H. Susong, Advertising	Agency—James H. Susong, Advertising
HAUGHTON BROTHERS... 54	TEXAS EMPLOYERS INSURANCE ASSOCIATION... 14
HINTON & LOCKE, INC... 48	Agency—Ira E. Delernett Advertising Agency
HUDSON & HUDSON, REALTORS... 58	TEXAS OFFICE FURNITURE COMPANY... 42
INDUSTRIAL PROPERTIES CORPORATION... 45	Agency—Russ Jurgens Advertising
Agency—John Peyton Dewey	TEXAS REFRIGERATION & ENGINEERING COMPANY... 31
RUSS JURGENS ADVERTISING... 40	THOMAS OPTICAL COMPANY... 51
KLIMIST STORE FIXTURE MANUFACTURING COMPANY... 52	Agency—Dicklow Advertising Agency
Agency—Marshall Jacobs Advertising Agency	TRANSPORTATION ADVERTISING SALES, INC... 23
	WAMIX, INC... 41
	Agency—Taylor-Nortworthy, Inc., Advertising
	HOWELL H. WATSON... 48
	JAMES K. WILSON COMPANY... 45

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1869 Padgett Bros.
Company

Leather Goods—
Wholesale and Retail

1872 Dallas Railway
& Terminal Co.

Street Railway

1872 Huey & Philp
Company

Wholesale

1875 Dallas Transfer &
Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1878 National Bank
of Commerce

Banking

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies



THE first railroad junction ushered in a new era for Dallas in 1872 and began the city's transformation from a small town to an important center of commerce. Civic enthusiasm ran high and is reflected in the artist's drawing* above. This depicted Dallas as its business leaders hoped it would be, and actually the city surpassed the artist's imagination within a very few years. Among the terminal merchants who set up business in Dallas during that fateful year were Joseph Huey and Simon Philp who founded the firm of Huey and Philp in a small one-story box house on Elm Street with a 25-foot front. The two partners prospered as Dallas grew by leaps and bounds as a wholesale center in the seventies and eighties. In 1881 they bought their own building at Elm and Griffin Streets and in 1896 the firm was incorporated as the Huey and Philp Hardware Company. For many years the firm did both a wholesale and retail business and in 1933 operated the largest retail hardware store in the nation. Today the firm is exclusively wholesale and is rated as the fourth largest hotel supply house in the nation. Now in its eighty-first year the firm carries on an extensive manufacturing business as well as a wholesale hardware business and is under the direction of J. E. Ziegelmeyer, president, and George Roseburg, executive vice president and general manager.

*From the Archives of the Dallas Historical Society.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand,
Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1893 Fleming &
Sons, Inc.

Manufacturers—Paper
and Paper Products

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere
Plow Company

Agricultural Implements

1904 T. A. Manning
& Sons

Insurance Managers
Fire—Casualty

1906 Hesse Envelope
Company

Manufacturers of Envelopes
and File Folders

1910 Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1911 W. W. Overton
& Co.


Food Brokers

1912 Stewart Office
Supply Company

Stationers—Office Outfitters

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance



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Lv. Dallas Union Station 7:30 am
Lv. Highland Park - - 7:41 am

TEXAS SPECIAL
Lv. Dallas Union Station 6:10 pm
Lv. Highland Park - - 6:18 pm

THE BLUEBONNET
Lv. Dallas Union Station 9:20 pm
Lv. Highland Park - - 9:28 pm

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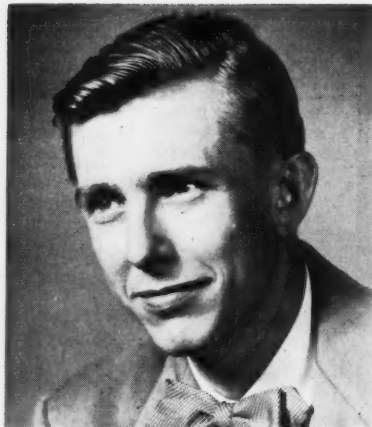
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Named Jaycee 'Rookie'

March Coover was the first Jaycee to be named "Rookie of the Year." Mr. Coover, manager of a Dallas cleaning and laundry firm, was presented a gold wrist watch for his work as general chairman of the underprivileged division of the Dallas Junior Chamber of Commerce youth activities program last year.

★

ROGER CROSS will make his headquarters in Dallas as sales representative in Texas for Stanley Tools, a New Britain, Connecticut, firm.

★

Recently appointed head of the feed department for Van Waters and Rogers is J. H. SANDERS.

★

Named governors-at-large of the American Bakers Association at a recent convention are J. W. CARENCE and ROLAND W. BAIRD, both of Dallas.

★

A Dallas attorney, CHARLES P. STOREY, has been appointed chairman of Camp Grady Spruce's membership campaign.

★

C. C. YOST has been named vice president of National Security Life and Casualty Company.

★

The new sales manager of the architectural department of Texlite, Inc., in Dallas is BERT R. TAYLOR.

★

A Texas & Pacific Railway Company employe for more than 30 years, J. O. FRAKER, has been named superintendent of diesel and electrical maintenance with the railroad.

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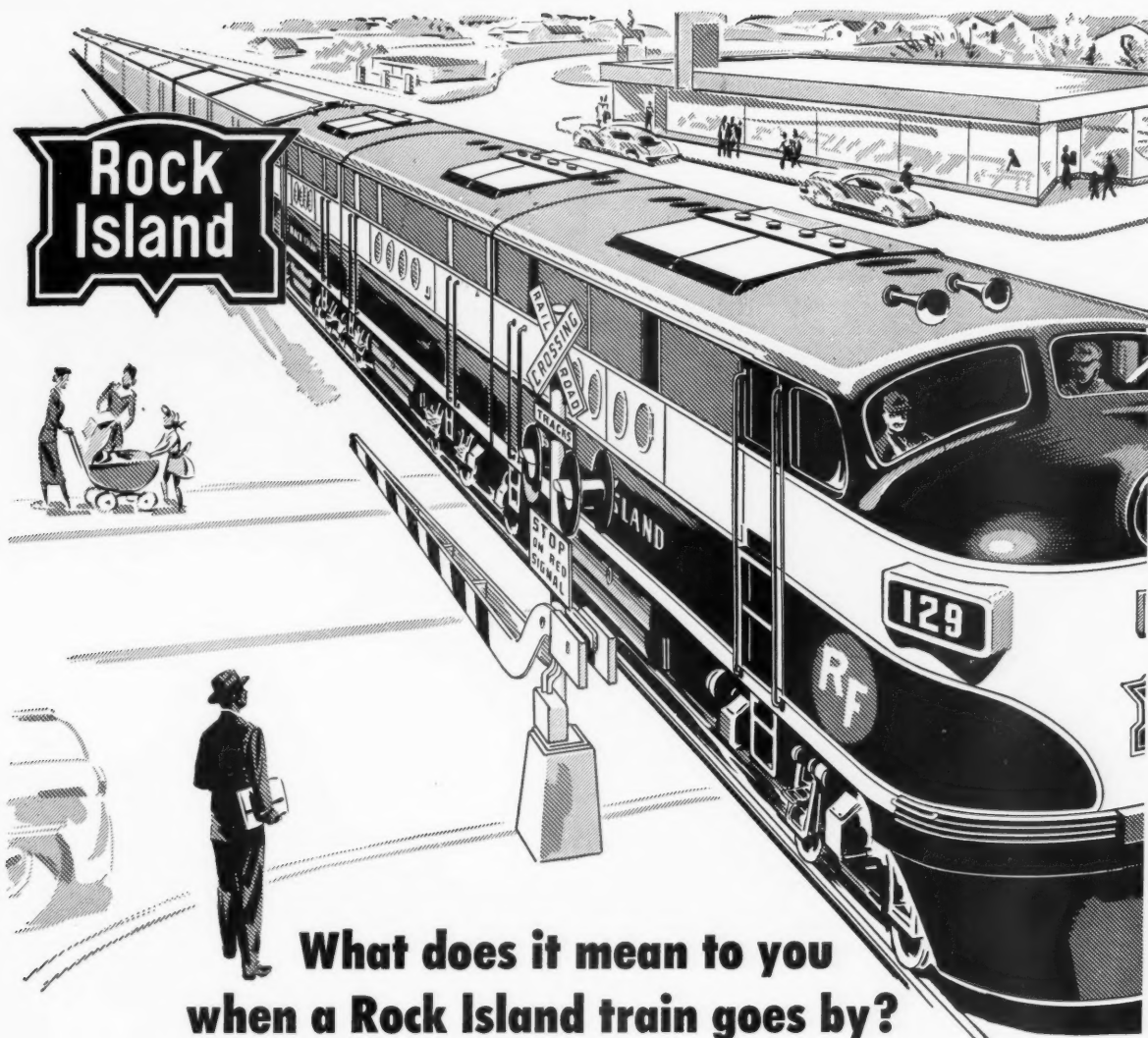
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tax-paying, self-supporting industry, all your own! But if it's a passenger train, then what?

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